

**FY2013**  
**ANNUAL EVALUATION REPORT**



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# MESSAGE FROM THE DIRECTOR

## Executive Summary



Ms. Jana Simpler, Director

The Delaware Office of Highway Safety is pleased to present the Fiscal Year 2013 Annual Report. This Report is our opportunity to celebrate performance target attainment in the last year and to identify opportunities for improvement in the coming year. We are grateful for the support of our many partners that collaborate with our office on each of our campaigns and, in turn, challenge us to tackle the tough issues our state faces to improve highway safety.

The Office of Highway Safety's mission statement is as follows:

*The Office of Highway Safety is committed to improving safety on Delaware roadways through the administration of federal highway safety funds, the analysis of crash data to identify problem locations and priority areas and the development and implementation of countermeasures to combat unsafe driving behaviors.*

In keeping with the mission of the Office, OHS continued the implementation of numerous successful programming initiatives in the last year. The extensive problem identification process that the Office undertakes each year ensures that limited highway safety resources are allocated in the most effective manner. In addition, several key administrative changes were made to improve the efficiency of the administration of grant funds and enhance the process of identifying new agencies with which to partner.

The Office of Highway Safety has included the following components in the FY 13 Annual Report:

- Assessment of the state's progress in meeting targets identified in our FY 2013 Highway Safety Plan;
- Description of the projects and activities funded;
- Federal funds expended on identified funded projects and activities; and
- Extent to which the identified projects contributed to meeting the highway safety targets.

Some of the notable programmatic accomplishments in the past year included:

- Ongoing participation in the regional DUI checkpoint campaign, Checkpoint Strikeforce
- An expansion of the Corporate Partners Program to include more partners
- Ongoing participation in the Click It or Ticket Campaign
- An increase in activities to educate Pedestrians

As a result of these initiatives initiated by OHS and our partners, the State of Delaware has experienced a decrease in fatal crashes, a decrease in fatalities, an increase in overall seatbelt use, a decrease in impaired driving-related fatal crashes, a decrease in aggressive-driving-related fatal crashes and a decrease in pedestrian deaths.

We will continue to strive *Toward Zero Deaths* in 2014 in an effort to make Delaware roadways the safest in the country. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, and use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.

# DELAWARE OFFICE OF HIGHWAY SAFETY

## Overview



### Staff Photo

Seated (Left to Right): Jana Simpler, Lisa Shaw

2<sup>nd</sup> row: Kim Chesser, Trish Bachman, Bonnie Dixon, Alison Kirk

3<sup>rd</sup> Row: Kaila Dukes, Lindsay Andersen, Larry Kelley

Back Row: Roger Minner, Richard Klepner (Not pictured: Nadine Holleger, Anna Isip)

The Office currently consists of eight full-time employees and five part-time employees, who serve as a resource to many different partners. It is through the dedication to the mission of the Office that these staff members have been able to make great strides in the reduction of the overall number of motor vehicle crashes that occur on Delaware roadways.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through the implementation of public information/education and enforcement initiatives. OHS staff members are committed to maintaining and expanding our partnerships with agencies statewide. We believe it is through these vital statewide alliances that effective outreach and implementation of safe driving practices by the motoring public will be accomplished.

By focusing on the state's identified highway safety priority areas, developing statewide partnerships, and increasing public awareness of the importance of safe driving behaviors, the Office of Highway Safety, under the leadership and direction of Ms. Jana Simpler, is striving to make Delaware's roadways the safest in the country.

Office staff includes:

**Jana Simpler, Director** – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the State's Coordinator on behalf of the Governor's Representative.

**Lisa Shaw, Management Analyst III** – Serves as the Deputy Director. Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan; responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and coordination of the State traffic records initiatives; manages the section, 2010, 410, and 408 programs under SAFETEA-LU and 402, 405 and 154 programs under MAP-21. Performs duties as necessary as the agency DUI Program Coordinator, the Traffic Records Coordinator, the Distracted Driving Coordinator, and the Motorcycle Safety Coordinator.

**Kimberly Chesser, Management Analyst III** – Responsible for coordinating and organizing occupant protection and aggressive driving initiatives across the state, administration of the SAFETEA-LU Section 2011 and 405 grants, MAP-21 Section 405b grant, and preparation of the Annual Evaluation Report. Performs duties as necessary as the agency Occupant Protection Coordinator, Aggressive Driving Coordinator, and Young Driver Programs Coordinator.

**Alison Kirk, Community Relations Officer** – Serves as the official agency spokesperson and media liaison, responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, presentation of safety education programs for schools and other State and local agencies and manages social media presence. Performs duties necessary as the agency Bicycle Safety Coordinator, Older Driver Issues Coordinator, and Pedestrian Safety Coordinator.

**Anna Isip, Information Systems Support Specialist** – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory.

**Bonnie Dixon, Accounting Specialist** – Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department's Human Resources Section. Serves as the agency captain for the State Employee Charitable Campaign (SECC).

**Kaila Dukes, Operations Support Specialist** – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the

Community Relations Officer with public information and education initiatives. Serves as the agency receptionist.

**Roger Minner, Law Enforcement Liaison** – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

**Nadine Holleger, Lindsay Andersen and Larry Kelley, Statewide Fitting Station Coordinators** – Responsible for the coordination of the Office of Highway Safety's three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (part-time positions). In 2013, OHS hired an additional Fitting Station Coordinator to help meet demands.

**Trish Bachman, Corporate Outreach Coordinator** – Responsible for the development and implementation of traffic safety-related programming initiatives for and with our corporate partners (part-time position).

**Richard Klepner, Data Analyst** – Responsible for conducting ongoing problem identification, assisting in the development of the Annual Highway Safety Plan, assisting in the development and implementation of enforcement mobilizations and providing data analysis summaries to the Program Managers.



# FY 2013 HIGHWAY SAFETY GOALS

## Core Outcome Measures

1. **Traffic Fatalities** – To decrease traffic fatalities 6% from the 2008-2010 calendar year average of 114 to 107 by December 31, 2013.  
Progress toward goal - 92 through November 2013.
2. **Serious Traffic Injuries** – To decrease serious traffic injuries 2% from the 2008-2010 calendar year average of 662 to 649 by December 31, 2013.  
Progress toward goal - 484 through November 2013.
3. **Mileage Death Rate** – To decrease the mileage death rate from 2008 -2010 calendar year average of 1.25 per 100 million vehicle miles traveled to 1.16 by December 31, 2013.  
Progress toward goal - 1.27 in 2012.
4. **Rural Mileage Death Rate** – To decrease the rural mileage death from the 2008 – 2010 calendar year average of 2.46 per 100 million miles traveled to 2.35 by December 31, 2013.  
Progress toward goal – 1.93 in 2012.
5. **Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2008 – 2010 calendar base year average of .68 per 100 million vehicle miles traveled to .65 by December 31, 2013.  
Progress toward goal - .92 in 2012.
6. **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2008 – 2010 calendar year average of 30 to 27 by December 31, 2013.  
Progress toward goal - 22 through November 2013.
7. **Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2008 – 2010 calendar year average of 46 to 41 by December 31, 2013.  
Progress toward goal – 32 through November 2013.
8. **Speed Related Fatalities** – To decrease speeding related fatalities 10% from the 2008 – 2010 calendar year average of 40 to 36 by December 31, 2013.  
Progress toward goal - 34 through November 2013.
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 13% from the 2008 – 2010 calendar year average of 13 to 11 by December 31, 2013.  
Progress toward goal - 20 through November 2013.
10. **Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2008 – 2010 calendar year average of 7 to 6 by December 31, 2013.  
Progress toward goal - 7 through November 2013.

**11. Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers aged 20 or younger involved in fatal crashes 12% from the 2008 – 2010 calendar year average of 18 to 16 by December 31, 2013.

Progress toward goal - 12 Through November 2013.

**12. Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2008 – 2010 calendar year average of 19 to 17 by December 31, 2013.

Progress toward goal - 22 through November 2013.

## **Core Behavior Measure**

**13. Seatbelt Use Rate** – To increase statewide seat belt compliance 2 percentage point from the 2010 calendar year use rate of 90% to 92% by December 31, 2013.

Progress toward goal – 92% statewide seat belt use rate

## **Additional State Measure**

**14. Traffic Records – Short-term performance goals:**

- Coordinate the planning and development of the Section 408 application and TRCC (Traffic Records Coordinating Committee) Strategic Plan with the TRCC.

Progress toward goal – The FY 2013 Section 405c application was not submitted to NHTSA. Given, based on the new MAP-21 Authorization, Delaware did not meet the criteria to qualify for funding. The TRCC developed a new meeting schedule to ensure Delaware will qualify for FY 2014 funds. The TRCC did meet twice in FY 2013 to strategize about the implementation of the TRCC Strategic Plan. See more information outlined below and throughout this document reference the implementation of the plan.

- Support efforts of the TRCC to implement projects as outlined in the TRCC Strategic Plan. See below:

Progress toward goal – In FY 2013 E-crash continued to be monitored and enhanced as necessary to improve quality. OHS partnered with the Delaware Department of Transportation to enhance the capabilities of the Crash Analysis Reporting System (CARS). In addition, the TRCC continued to support funding for an on-site data analyst.

**Long-range performance goal:** Continue to support TRCC partners' efforts to upgrade existing traffic records systems and to identify additional resources to further aid in accurate, timely, and complete data analysis.

Progress toward goal – The Office of Highway Safety continues to support TRCC members' efforts in implementing upgrades necessary to ensure complete and accurate data analysis of the state's traffic safety challenges.

**Activity measures** (includes subgrants and arrests made as part of mobilizations funded by 402, 405, 410 and 154)

- Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting) 3,650
- Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting) 595
- Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting) 6,803

# **FY 2013**

## **PRIORITY INITIATIVES**

### **OCCUPANT PROTECTION**

The Office of Highway Safety coordinated the following program initiatives in an effort to reach our occupant protection goals for FY 2013:

#### **❑ Click It or Ticket (CIOT) Enforcement**

The Office of Highway Safety and our partners coordinated another successful Click It or Ticket campaign in May 2013. The high visibility enforcement and education effort reached record numbers of motorists in an effort to increase seatbelt use across the state. Law enforcement officers from 32 police departments participated in the statewide effort, conducting both traffic safety checkpoints and seatbelt use patrols to encourage motorists to buckle up. During the initiative, officers issued 1,010 seatbelt tickets and 53 child restraint citations during 371 seatbelt patrols and 2 checkpoints. In addition, Delaware participated in the NHTSA Border to Border initiative holding a press conference at the Pennsylvania rest stop with Pennsylvania State Police and then patrolling the state borders for seat belt violations to kick off the CIOT campaign. These efforts, combined with our other seatbelt initiatives throughout the year resulted in a statewide use rate of 92%, 5 percentage points above Delaware's 2012 statewide use rate.

#### **❑ Nighttime Seat Belt Enforcement Campaign**

In addition to Click It or Ticket, OHS Coordinated 4 other seatbelt enforcement and education campaigns to encourage motorists to wear a seatbelt. OHS conducts extensive problem ID analysis to identify specific times of the year to conduct additional enforcement and education. This analysis also included identification of the police agencies that we ask to participate as well as times of the day and days of the week to focus overtime enforcement. Officers were asked to focus their enforcement during night time hours. These 4 campaigns resulted in 863 additional seatbelt arrests across the state.

#### **❑ Statewide Observational Seat Belt Use Survey**

Based on the preliminary analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2013, Delaware's seat belt use rate is currently 92%. This was submitted to NHTSA by the March 1<sup>st</sup> deadline. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 86%. Thus for the tenth year in a row, Delaware's seat belt use rate has exceeded the national use rate. OHS used the same survey design as the previous year to comply with NHTSA survey guidelines. The 2013 survey looked at 48 randomly selected locations in all 3 counties. These were the same locations as the previous year with the exception of a few replacements sites that were

submitted to NHTSA for approval. The University of Delaware assisted OHS with the data analysis and OHS utilized retired law enforcement officers to conduct the actual observational surveys at the 48 identified locations. OHS partnered with In3, a company affiliated with Perdue University, to develop an iPad app for surveyors to use in the field while conducting observation seatbelt use rate. This provided efficiency and accuracy with reporting data.

#### ❑ **Child Restraint Fitting Stations**

Since 2002, OHS has operated 2-3 child restraint fitting stations across the state where parents, guardians, grandparents, and care givers can go for free to have their car seats checked for correct installation. OHS operates three fitting stations for various hours every week – one at the Wilmington DMV lanes, another at the Dover DMV lanes, and another at Delaware State Police Troop 7 in Lewes, Delaware. In FY2013, OHS Fitting Station Coordinators checked 1,552 seats at these locations.

In addition, OHS technicians participated in 8 Car Seat Check events and provided education and outreach about child passenger safety and our fitting stations at the following locations: 6 Safety Fairs held at New Castle County Head Start locations, a middle school Health Fair, a Community Baby Shower event, Delaware Adolescent Program, Inc, Delaware Early Childhood Center end of year celebration, Safe Summer Day, Parents as Teachers, Bundles for Babies, Children's Choice, Division of Public Health Office of Women's Health, Kidz in Motion (KIM) conference, Fenwick Island public safety open house, and OHS Corporate Partners. OHS fitting station instructor Larry Kelley also taught a Safe Kids Child Passenger Safety Technician class in New Castle County in which 15 new technicians were certified. These technicians were from police departments and local hospitals. In FY 2013, Delaware had approximately 60 certified technicians and 5 certified instructors.



OHS fitting station sign

❑ **Child Passenger Safety Awareness Week Initiative**

During the September 2013 Child Passenger Safety Awareness Week, OHS recorded a radio spot for use across the state to promote the OHS car seat fitting stations (see above). OHS also participated in the National Seat Check Saturday event in September and coordinated a car seat check with the Lewes Community Bank in Lewes, Delaware. In addition, OHS printed Child Passenger Safety Educational Brochures and educational materials, and distributed baby bibs and hats with the “Buckle Up” message to families at car seat check events.



Child Passenger Safety Educational/Promotional Items

❑ **OHS/Safe Kids/DHSS Partnership**

As a result of a grant that Department of Health and Social Services received and their subsequent partnership with Delaware Safe Kids, OHS provides free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Needy families are sent to OHS with a voucher for a free seat and OHS car seat technicians install the seats for these families. In FY2013, OHS distributed and installed 60 of these seats to families in need.

❑ **Paid Media/Outreach**

The Office of Highway Safety coordinated several outreach campaigns to support the Occupant Protection programming initiatives, as follows:

Click it or Ticket

- Paid Media
  - Paid media included TV, radio, billboards, online ads and DMV TV ads.
- Earned Media/Outreach
  - Partnership with NASCAR racing and Dover Downs International Speedway in late May, which included the distribution of collateral materials, signage at the NASCAR tacks, sponsorship of racing teams, and a Racing Limo wrap.
  - Partnership with a high school to conduct a seat belt event for Click it or Ticket.



- Press releases to announce the start of the campaign as well as enforcement results, as applicable.
- See Corporate Partners section for additional outreach details.



Seat belt roll-over convincer



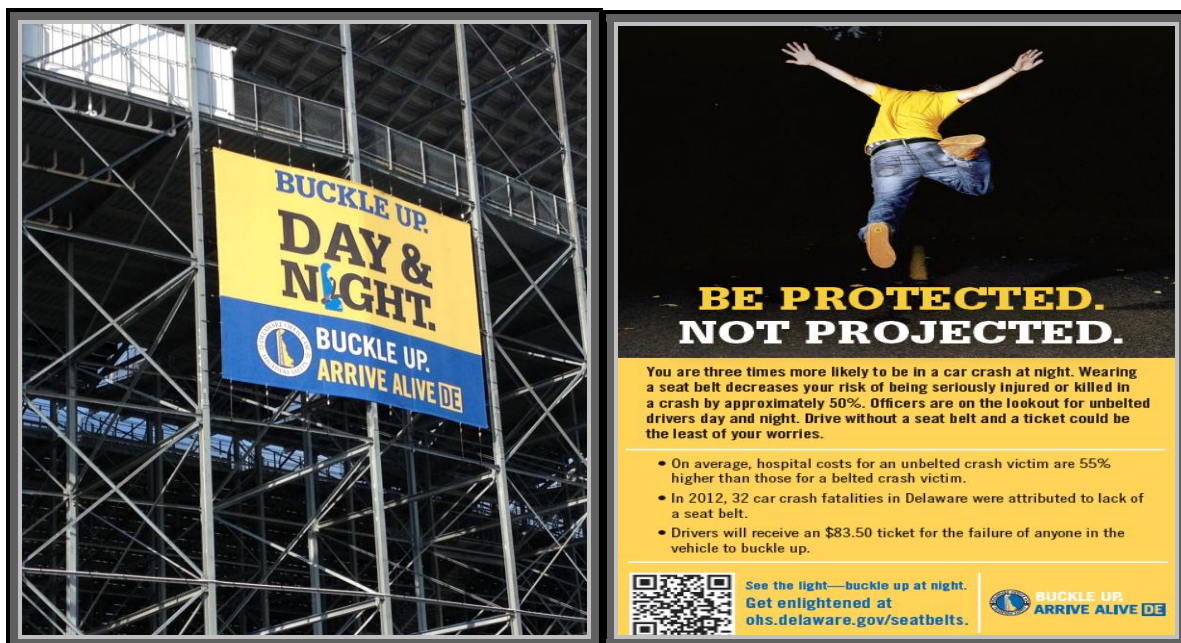
NASCAR driver JJ Yeley



Office of Highway Safety at the NASCAR Fanzone

## Other Occupant Protection Initiatives (Nighttime seat belt campaign; Child Passenger Safety)

- Paid Media
  - Paid media included TV, radio, and online ads.
- Earned Media/Outreach
  - Buckle Up stencils at high schools.
  - After-school seat belt checks.
  - Partnership with Wilmington Blue Rocks Minor League Baseball Team
  - Press releases to announce the start of each campaign as well as enforcement results, if applicable.
  - See Corporate Partners section for additional outreach details.



Nighttime seat belt campaign materials

### □ Grant Administration

#### **SAFETEA-LU, Section 2011 funds**

OHS qualified for Section 2011 funds in FY 2011 and FY2012 as a result of having a compliant child restraint law in place. In FY 2013, as noted above, OHS used these funds to support fitting station coordinator salaries, supplies for the fitting stations, and education for the Child Passenger Safety Program.

#### **MAP-21, Section 405b**

OHS qualified for Section 405b funds in FY2013 as a result of having compliant seat belt and child restraint laws in place, a high belt use rate based on our 2011 belt use, as well as our continued participation in the national Click It or Ticket campaign. These funds support the overtime enforcement funding needs for CIOT as well as the development and placement of the CIOT paid media plan and the Child Passenger Safety Program.



## IMPAIRED DRIVING

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY 2013:

### ❑ **Checkpoint Strikeforce (CPSF)**

During FY 2013 Delaware participated in the 12<sup>th</sup> Annual Checkpoint Strikeforce campaign. Checkpoint Strikeforce is a regional impaired driving prevention program initiated by the NHTSA Region 3 office. The program consists of weekly checkpoints from July – December, and less frequent checkpoints from January - June. Cooperative agreements with Delaware's Attorney General extends statewide arrest authority to officers from several New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. In FY 2013, the Delaware State Police, Georgetown Police Department, Milford Police Department, and Rehoboth Beach Police Department participated in traditional sobriety checkpoints.



More than 60 officers take the oath as Attorney General Beau Biden swears them in

As a result, officers worked more than 4,600 hours conducting 68 sobriety checkpoints. The campaign resulted in more than 23,500 vehicle stops, 379 impaired driving arrests, 29 underage drinking arrests, 158 drug arrests, 55 felony arrests, apprehension of 113 wanted individuals, seizure of 7 weapons, recovery of 5 stolen vehicles, 149 seat belt citations, 38 child restraint citations, 20 cell phone/distracted driving arrests, and 1,353 citations for other violations. Preliminary 2013 data (through November 30, 2013), shows a reduction in impaired driving fatalities from 52% to 34%.



DUI Billboard

#### ❑ **Traffic Safety Resource Prosecutor (TSRP) Program**

In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean assists with vehicular assault and vehicular homicide cases statewide, while also investigating other traffic-related court cases. He keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as mandatory motorcycle helmet use, changes to Delaware's ignition interlock law, and proposed open container legislation. Sean also provides training on a variety of traffic safety related topics to law enforcement and prosecutors. Sean meets regularly with the Office of the Chief Medical Examiner and the Delaware State Police Crime Lab to mediate blood testing issues, with law enforcement regarding discovery and trial issues, and with OHS staff to keep them apprised of current programming initiatives. In FY 2012 he helped develop a "Blood Court," which is a specific day on the judicial docket to allow lab technicians to appear for testimony. This provides a specific day for blood analysis experts to testify, thus creating a well-organized system for trial preparation. This initiative has continued to work well throughout FY 2013 and is now routine practice. Delaware's TSRP was instrumental in planning the Office of Highway Safety's biennial Highway Safety Conference. His knowledge of the issues, as well as his network of partners allowed for the formation of relevant and interesting sessions. (Although the planning was in FY 2013, the conference was held in FY 2014 and will be reported in next year's AER). During FY 2013, Sean participated in the planning process to transition Delaware's breath testing program from the Intoxilyzer 5000EN to the 9000 unit. He has also been instrumental in guiding the development of a revised policy for conducting sobriety checkpoints. Finally, in FY 2013, he represented Delaware at the TSRP/LEL/JOL Joint Conference and the Annual DRE Conference.

Due to the tremendous work load of our dedicated TSRP, Delaware was able to hire a paralegal who is specifically dedicated to assisting the TSRP. The TSRP Paralegal position is a non-merit, casual/seasonal position, assigned to 37.5 hours per week. She assists with training preparation, case law review, preparation of vehicular assault and vehicular homicide cases, and assists with necessary research. As the TSRP position grows, we anticipate growing the TSRP program to include additional support staff, and potentially an additional TSRP.

❑ **Drug Recognition Expert (DRE) Program**

Delaware currently has three certified DREs representing Delaware State Police and the Newark Police Department. In FY 2013 these officers completed 13 enforcement evaluations, bringing their total to 205 since the start of the program in Delaware. In Delaware, DREs average 90% accuracy in their identification of impairing substances. Further, 22 of the 205 completed evaluations led the DRE to correctly recognize there was no drug impairment, but rather fatigue or in some cases, an urgent medical condition. DRE officers are routinely called by their colleagues to provide their expertise, but due to the lack of available trained DRE officers, there are many instances when there is not a DRE available to respond. To manage the current need for DREs as well as the anticipated increase in drug-impaired driving cases, Delaware has developed a protocol to identify potential officers for DRE certification. Successful graduates of the in-class ARIDE course will be considered for the first in-state DRE school. Delaware has currently completed two in-class ARIDE courses. Two of Delaware's DREs have successfully completed the DRE Instructor course and the ARIDE Instructor course and will be instrumental in coordinating the first DRE School in Delaware. Fortunately, officers and their agencies have started to fully recognize the importance of this valuable evaluation tool and are actively recommending officers for this program. The Office of Highway Safety hopes to conduct its first DRE School during the 2014 calendar year.

❑ **DUI Enforcement Mobilizations**

OHS coordinated nine impaired driving enforcement mobilizations during the 2013 fiscal year. The impaired driving mobilizations were held November 21 – December 31 (Christmas/New Year's – aka Safe Family Holiday campaign), January 5 - February 3 (NFL Playoffs/Superbowl), March 9-16 (St. Patrick's Day), May 31 – June 15 (Summer Blitz #1), June 28 – July 6 (Summer Blitz #2), July 18-27 (Delaware State Fair), July 26 – August 14 (Summer Blitz #3), August 16 – September 2 (National Crackdown), and September 13-28 (Fall DUI Blitz). A total of 36 agencies worked more than 5,600 hours, yielding 365 DUI arrests, 243 seat belt arrests, 45 child restraint arrests, 1,443 speed citations, 198 cell phone citations, 187 drug arrests, 19 underage drinking arrests, apprehended 142 fugitives, recovered 2 concealed weapons, recovered 2 stolen vehicles, and made more than 4,300 various other traffic and criminal arrests.

❑ **Safe Family Holiday Campaign**

OHS implemented its 15<sup>th</sup> annual comprehensive education and enforcement campaign over the 2012 holiday season. The Safe Family Holiday campaign began Thanksgiving week and ran through New Year's Eve. Paid media for this campaign included DUI prevention radio advertising, magazine and billboard ads, internet ads, indoor advertising, and grass roots outreach, as well as distribution of anti-drinking and driving messages, distribution of safe party planning booklets, direct distribution of materials to

corporate partners, and mocktail (non-alcoholic cocktail) parties. DUI Victim's Trees were hosted by Al DuPont Hospital, Bayhealth Kent General Hospital, Dover Downs Speedway, Beebe Medical Center, Nanticoke Hospital, and the Delaware Air National Guard. The DUI Victim's trees use green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 260 saturation patrols and 13 sobriety checkpoints operating as part of the ongoing Checkpoint Strikeforce campaign.

❑ **Statewide Impaired Driving Prevention Taskforce**

OHS began development of a Statewide Impaired Driving Prevention Taskforce in FY 2013. A variety of participants were considered, spanning many disciplines. The OHS Impaired Driving Coordinator contacted potential participants to discuss the idea of a taskforce in an attempt to gauge interest. Ultimately, near the end of FY 2013 invitations were sent to the following partners:

<b>AGENCY</b>	<b>DISCIPLINE</b>
Div. of Motor Vehicles	Driver Licensing
Latin American Community Center	Multi-cultural Outreach
Alcoholic Beverage Control Commission	Retail Liquor Licensing
Traffic Safety Resource Prosecutor Program	Prosecution
Department of Transportation	Traffic/Engineering
Div. of Substance Abuse & Mental Health	Treatment and Licensing Review
Div. of Alcohol & Tobacco Enforcement	Underage Drinking/Liquor License Enforcement
DE State Police Crime Lab	Blood and Breath Testing Program
New Castle County Police	Law Enforcement (county-wide)
Lewes Police	Law Enforcement (small municipal)
Dover Police	Law Enforcement (large municipal)
Delaware State Police	Law Enforcement (statewide)
Univ. of DE Police	Law Enforcement (college campus population)
Dover Air Force Base	Military/Safety Prevention
Open Door, Inc.	Substance Abuse Treatment
Pace, Inc.	Substance Abuse Education
Dept. of Correction, Probation & Parole	Offender Monitoring
Justice of the Peace Courts	Adjudication
Court of Common Pleas	Adjudication
Office of Highway Safety	Impaired Driving Prevention, Corporate Outreach, and Community Relations

The first primary goal of the committee is to develop a statewide impaired driving strategic plan. The first two meetings are scheduled during the first quarter of FY 2014. Following

development of the strategic plan, the taskforce will select 2-3 top projects and work together to achieve implementation of each.

❑ **Underage Drinking Prevention**

OHS continues to partner with the Division of Alcohol and Tobacco Enforcement, in an effort to preventing the sale to and subsequent use of alcohol by minors. In addition, all DUI Treatment programs are required to have a separate track for impaired driving offenders under age 21 at the time of their arrest. The factors that influence their alcohol and/or drug use differ greatly from adult users, any amount of alcohol consumption is illegal, and there are different health and developmental issues that must be addressed. In addition, all OHS-funded impaired driving patrols and checkpoints are directed to be alert for signs of underage possession and consumption, as well as underage impaired driving. Officers made 35 underage consumption arrest while working OHS-funded assignments in FY 2013. Delaware has a zero tolerance law for underage impaired driving, with a BAC limit of 0.02.

❑ **DUI Evaluation, Education, and Treatment Programs**

OHS coordinates and monitors contracts for evaluation, education, and treatment programs for those individuals arrested and/or convicted of driving under the influence. These programs are governed by a Standard Operating Procedures manual, managed and updated by OHS. DUI offenders are required to submit for a 90-minute evaluation, administered by the Delaware Evaluation and Referral Program. Following the evaluation, a referral is made to an appropriate level of clinical care. This is typically an Education program or an Outpatient Treatment program. Individuals with a prior alcohol or drug charge are required to attend outpatient treatment, for potential substance abuse or dependence. Further, offenders with a BAC of 0.15 or higher are ineligible for the Education program, as higher BACs are indicative of a higher tolerance to substances. Offenders who do not satisfactorily complete the program to which they were referred will not be eligible for driver license reinstatement. All Evaluation/Referral, Education, and Treatment providers are required to be licensed by the Delaware Division of Substance Abuse and Mental Health.

❑ **Paid Media/Outreach**

The Office of Highway Safety coordinated several outreach campaigns to support the Impaired Driving programming initiatives, as follows:

Checkpoint Strikeforce (CPSF)

- Paid Media
  - Paid media included TV, radio (including Hispanic radio), billboards, online ads, DMV TV ads movie theater ads, and print ads.
- Earned Media/Outreach
  - Partnership with NASCAR racing and Dover Downs International Speedway in September 2013, which included the distribution of collateral materials, signage at the NASCAR track, partnership with the HERO designated driver campaign,

sponsorship of 3 racing teams, and a Racing Limo vehicle wrap. The numerous activities that took place over the course of the weekend created a tremendous amount of exposure for the *Drive Sober. Arrive Alive* message.

- Weekly Facebook and Twitter posts.
- Press releases to announce the start of the campaign as well as enforcement results, as applicable.
- See Corporate Partners section for additional outreach details.

#### Other Impaired Driving Initiatives

- Paid Media
  - Paid media included radio and online ads.
- Earned Media/Outreach
  - Sponsorship of bar crawl/loop events to promote a designated driver message.
  - NFL party mocktail booklets were developed and distributed.
  - Partnership with Wilmington Blue Rocks Minor League Baseball Team
  - Press releases to announce the start of each campaign as well as enforcement results, if applicable.
  - See Corporate Partners section for additional outreach details.



DUI Billboard



The Dover Speedway billed the September 27, 2013 race as "The Drive Sober 150"

□ **Grant Administration**

**SAFETEA-LU, Sections 154 and 410**

In FY 2013, the Office of Highway Safety was responsible for administering Section 154 sanction funds. Specific programming initiatives included overtime for law enforcement agencies, updating public awareness materials, providing DUI enforcement equipment to area police agencies, funding a Traffic Safety Resource Prosecutor, and providing training for law enforcement, prosecutors, and the judiciary. OHS also administered the Section 410 Alcohol Impaired Driving Countermeasures Grant program. Funds were used for overtime enforcement of DUI laws and paid media for impaired driving awareness campaigns, as well as coordination of the State's Drug Recognition Expert program.

**MAP-21, Section 405d**

In FY 2013, Delaware did not qualify for the Section 405d Impaired Driving Incentive Grant.



## **SPEED AND OTHER AGGRESSIVE DRIVING BEHAVIORS**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our speed and other aggressive driving prevention goals for FY 2013:

### ❑ **The Respect the Sign Aggressive Driving Campaign**

In FY 2013, the Office of Highway Safety coordinated 7 aggressive driving enforcement and education campaigns in an effort to reduce the number of aggressive driving acts that contribute to injuries and fatalities on Delaware roadways. Ten police agencies were selected to participate during identified times of the year upon review of crash data. Officers focused on the top 4 aggressive driving acts that contribute to crashes in Delaware:

- Failure to yield;
- Speeding;
- Driving left of center; and
- Failure to obey a stop sign or red light.



OHS Aggressive Driving Poster

Overall, officers made the following arrests during their overtime patrols:

- Speed – 3,074
- Stop signs/Red light – 215
- Failure to yield – 11
- Improper lane change – 106
- Aggressive driving – 17



❑ **“Don’t Be Aggressive” Cheerleading Demonstration**

The Office of Highway Safety partnered with the University of Delaware Cheerleading Squad and the University of Delaware Police Department to bring the aggressive driving message to the drivers on campus. As part of the demonstration, a University of Delaware police officer stopped traffic at a marked cross walk and the UD cheerleading squad and mascots displayed signs with aggressive driving messages and conducted cheers about the risks of aggressive driving. This demonstration was then posted to several social media sites to continue to promote the “Don’t Be Aggressive” message.



University of Delaware Cheerleading Demonstration

### ❑ **Are You That Guy?**

Keeping in mind the young male target audience, OHS continued with the theme of “Are You That Guy?” by expanding the placement and number of people viewing the “Are You That Guy?” quiz and commercial to provide education about aggressive driving behavior and laws.



“Are You That Guy?” on-line messaging

### ❑ **Speed Equipment for Law Enforcement**

OHS continued its ongoing effort to encourage police agencies to participate in a mobilization effort, even when OHS isn’t offering overtime funding for their participation. Non-participating law enforcement agencies were given the mobilization parameters, asked to participate without funding, and if they submitted a stats form, the police department’s name was included in a random drawing for a piece of radar equipment. Elsmere, Newark and Middletown Police Departments were winning recipients in FY 2013 and were awarded radar equipment of their choice.

### ❑ **Paid Media/Outreach**

The Office of Highway Safety coordinated one outreach campaign, titled Respect the Sign, over seven total enforcement and education mobilizations to support Aggressive Driving programming initiatives, as follows:

#### Respect the Sign

- Paid Media
  - Paid media included TV, radio, print, billboards, online ads and DMV TV ads.
- Earned Media/Outreach
  - [www.aggressivedrivingde.com](http://www.aggressivedrivingde.com) was expanded in FY 13 to provide the public with additional information about aggressive driving, including the types of violations, how to avoid being an aggressive driver, and what to do if you spot one. The

website also offers a quiz to viewers to determine if they are an aggressive driver.

- OHS utilized life-sized street signs (stop signs, speed limit signs) to further increase exposure of the aggressive driving message. The signs were utilized at nine different public locations in late FY 13, including fitness centers, schools, movie theaters, local business, and restaurants.
- Press releases to announce the start of the campaign as well as enforcement results, as applicable.
- See Corporate Partners section for additional outreach details.

## **TRAFFIC RECORDS/SAFETY MANAGEMENT SYSTEMS**

Accurate, complete and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure the data that is captured and used in resource allocation decision making is as accurate as possible. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical that highway safety data is as accurate as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience.

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2013:

- ❑ **Implementation of the TRCC Strategic Plan**

In FY 2013 OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the TRCC. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes.

- ❑ **Continuation of the E-Crash Report Quality Control/Quality Assurance Project**

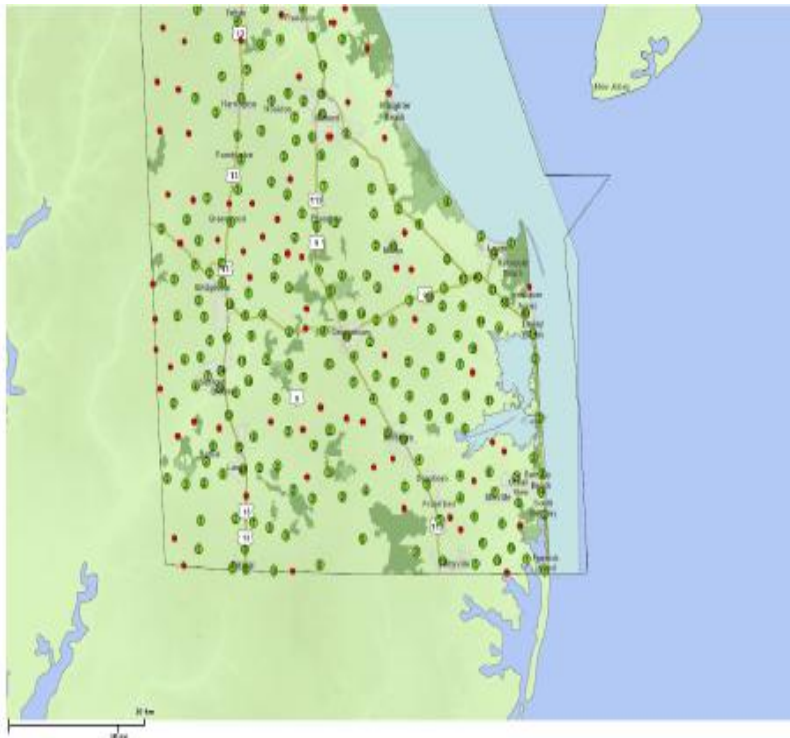
The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS and DSP to implement a QC/QA process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. During the last meeting, the TRCC membership encouraged continued support of this project. Currently, DelJIS utilizes Section 408 carry-forward funds to support the continuation of this project.

- ❑ **Enhancement of the Crash Analysis Reporting System (CARS)**

The development of E-Crash has also generated a need for DelDOT to update their crash data and analysis system. DelDOT began the development of CARS in 2010 to replace their Safety Data Management (SDM) system and assist with the Highway Safety Improvement Plan (HSIP) improvement identification and countermeasure selection. CARS allows users to analyze crash data spatially in addition to their traditional reporting methods. The system integrates crash data with DelDOT's roadway inventory data allowing for generation of crash rate information and other reports needed for the HSIP, safety decision making, and resource allocation. OHS uses this system for data analysis and mapping to guide our data-



based decision making. DelDOT continues to enhance the system to allow for its maximum reporting capabilities. OHS and the TRCC support enhancements that improve targeted resource allocation



Example of CARS mapping capability –  
Alcohol-related crashes for 3 years in one county.

❑ **Continued Contract for Data Analyst Position**

OHS was fortunate to secure a part-time assistance position in FY 2012, allowing us to hire a data analyst. Richard Klepner joined the staff, in February 2012. He is a tremendous asset to the office, single-handedly managing the data analysis needs of the program managers, thus allowing them more time to focus on grant writing and administration and program development and implementation. In FY 2013 Richard was hired by Whitman, Requardt, and Associates and OHS entered into a contractual agreement with them to keep Richard on-site at OHS, at full-time capacity. As a result, OHS has been able to see analysis of citation data as well as crash data, enhancing our decision-making abilities.

❑ **Support CODES Analyst for Office of Emergency Medical Services (OEMS)**

During FY 2013, OHS supported OEMS by funding 40% of the salary for the CODES analyst, through March 2013. The CODES program was discontinued and subsequently, the position was discontinued. Between October 1, 2012 and March 31, 2013, OHS funded the preparation of linkages between crash data, pre-hospital data, and Trauma System Registry data. The project was not completed as a result of the program discontinuation.

❑ **Grant Administration**  
**SAFETEA-LU, Section 408**

Delaware currently manages SAFETEA-LU Section 408 carry-forward funds to support efforts to assess data quality within the E-Crash system and make enhancements when challenges are encountered, efforts to enhance the CARS system, and contracts for a TRCC manager and Data Analyst.

**MAP-21, Section 405c**

In FY 2013, Delaware did not qualify for the Section 405c Data Improvements Incentive Grant. MAP-21 language required a specific number of TRCC meetings and Delaware fell short of the mark. However, we corrected this and did apply for and receive FY 2014 grant funds.

## **PEDESTRIAN SAFETY**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goal for FY 2013:

### **□ Pedestrian Law Enforcement Outreach Pilot Project**

In FY 2013, in response to the high number of pedestrian fatalities in 2012, OHS tried a new, non-enforcement approach to the problem. This pilot project started in New Castle County, where approximately 70% of all pedestrian fatalities occur. Officers were asked to work in teams of two, for four hours, on foot. They were directed to approach anyone walking as a mode of transportation and provide them with a free reflective item, to improve their safety in low-light or dark conditions. Most of these fatalities occur between 4pm-8pm. In addition, the officers were directed to speak with the pedestrians, offering safe walking tips, and provide them with an OHS brochure for future reference. The initiative included eight 2-day waves: one weekend in May, one weekend in June, two weekends in August, and two weekends in September. The results were overwhelmingly positive. Officers made more than 2,600 pedestrian contacts, and officers report the interactions as positive. As a result of the success of this project, OHS plans to expand the initiative in FY 2014.

### **□ Partnership with Delaware Department of Transportation (DelDOT) and the Delaware State Police (DSP)**

OHS, DelDOT, and DSP were concerned about the number of pedestrian fatalities in calendar year 2012 (30 fatalities). This unprecedented number of deaths was addressed initially by forming a small work group to brainstorm and seek out innovative solutions that bridged engineering, education, and enforcement. As the result of this partnership, DelDOT agreed to match the OHS allocation to Pedestrian Safety paid media, and the group worked collectively to determine the best message. The above pilot project and the below paid media campaigns were developed as a result.

### **□ Partnership with Ocean City, MD Pedestrian Safety Committee**

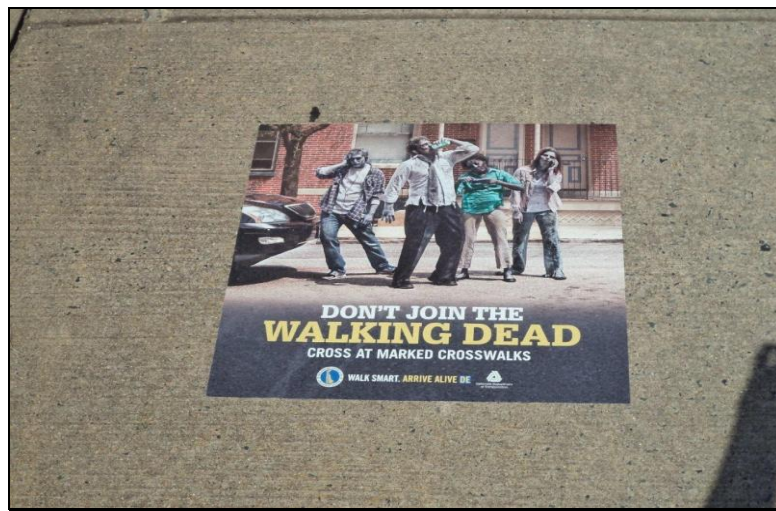
During FY 2013, Delaware was invited to participate in the Ocean City, MD Pedestrian Safety Committee meetings. Initially, OHS hoped to gain some new and innovative ideas for countermeasures to combat this difficult priority area. In short order, OHS was invited to partner with the committee and plan some activities that would run throughout Ocean City, MD, into Fenwick Island, DE and further north along the resort beach corridor. Delaware's Data Analyst and Community Relations Officer have been regular attendees. OHS is working on a partnership with the Ocean City, Maryland Pedestrian Safety Committee to use their imaging, which includes a crab in its creative materials, on a DE/MD beach border-to-border initiative for FY 14.

## ❑ Paid Media/Outreach

In an effort to capitalize on the popularity of the “zombie” image in popular culture, the OHS media contractor developed a pedestrian safety campaign around that theme, urging pedestrians to be safe and “don’t join the walking dead.” The campaign utilized billboards, posters, and other print ads, as well as digital media. OHS sponsored pedestrian safety events were held statewide, complete with an actor posing as a zombie, learning how to correctly use crosswalks and pedestrian signals.

### Don’t Join the Walking Dead

- Paid Media
  - Paid media included DART bus posters inside buses and on bus shelters, sidewalk decals, Jolly Trolley ads at the beach and DMV TV ads.



Side walk decal



Delaware’s “zombie” learns to cross the street using a marked crosswalk with other pedestrians.



- Earned Media/Outreach
  - OHS conducted Walk Smart events in Dewey Beach and Wilmington. At each event a table and tent were set up with banners and signage. OHS stopped passing pedestrians to give them an informational flyer, reflective items, and discuss crossing the street by crosswalk or marked intersection. OHS also brought Zombies to the event as media hook and draw attention the issue.
  - OHS and DSP were featured on the Delaware Perspectives show on ABC to discuss the pedestrian safety campaign.
  - OHS set up pedestrian safety information tables at Delaware State University student welcome event and Zombie Mud Run event in Middletown.
  - Press releases to announce the start of the campaign as well as enforcement results, as applicable.
  - See Corporate Partners section for additional outreach details.

## **MOTORCYCLE SAFETY**

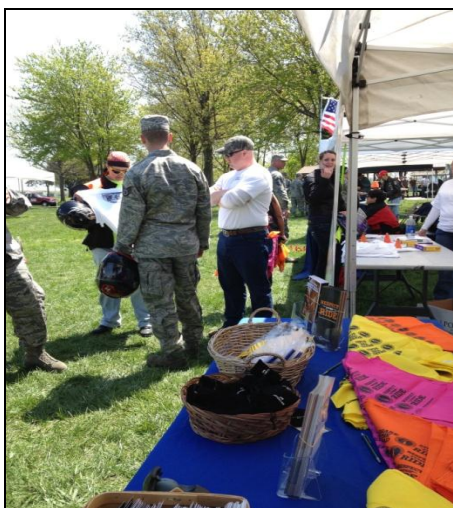
The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goals for FY 2013:

### ❑ **Motorcycle Enforcement Mobilizations**

OHS coordinated six motorcycle enforcement mobilizations during FY 2013. These included three blitzes in the spring, March 22 – April 1, April 19 – April 27, and May 24 – June 2. Further, two blitzes were conducted in the summer, June 14 – June 27 and August 2 – August 18. Finally, in conjunction with Delmarva Bike Week, a sixth mobilization was conducted September 11 – September 16. Officers worked more than 1,300 hours, resulting in the following violations: 27 failure to possess motorcycle helmet, 736 speeding, 201 other aggressive driving related, 6 impaired driving, and more than 1,200 additional other criminal and traffic citations.

### ❑ **Motorcycle Rider Education Committee**

OHS continues to be an active member of the Motorcycle Rider Education Committee, co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. The committee is comprised of members from the Division of Motor Vehicles (DMV), members of ABATE, motorcycle retail shop owners, the Dover Air Force Base safety office, and other motorcycle enthusiasts. Delaware's Community Relations Officer was recently reappointed to another term by the Senate's President Pro Tempore. The committee plays an active role in coordinating motorcycle safety events throughout the year, including a Legislator's Ride, a Fourth of July parade, and other events designed to raise awareness. Both DMV and OHS participate on this committee to ensure adequate availability of Novice and Experienced Rider Education programs. Currently, DMV coordinates the MSF-approved safety courses.



OHS participates in the Dover Air Force Base Motorcycle Safety Day (left) and in the State Motorcycle Safety Awareness Day at Legislative Hall (right)

## ❑ Paid Media/Outreach

OHS continues to utilize the strategy of placing paid media during the same periods as enforcement is conducted. To ensure a comprehensive strategy, the media messages are directed at both the motorist and the motorcycle rider. The motorist message includes tips about awareness of motorcycles, sharing the road, and overall safe driving behaviors. The message for the motorcycle rider includes tips about safety gear, remaining alert and aware of other traffic, and overall safe driving behaviors.

### ▪ Paid Media

- Motorist-focused messages--paid media included billboards, radio, and bathroom mirror clings.
- Motorcycle rider-focused messages--paid media included billboards, banner stands and window clings at motorcycle dealerships statewide, as well as online advertising.



Motorcycle billboard

### ▪ Earned Media/Outreach

- Motorist
  - [“Are You a Looker?” Mirror Clings](#)
    - Coordinated and distributed to 24 businesses along the state’s six primary riding routes.
    - Owners featured signs from April 19 through Memorial Day.
  - Share the Road quiz posted on website
- Riders
  - OHS created a motorcycle focused website [www.motorcyclesafetyDE.org](http://www.motorcyclesafetyDE.org) and update same regularly to provide riding route to motorsyclists.
- Press releases to announce the start of the campaign as well as enforcement results, as applicable.
- See Corporate Partners section for additional outreach details.

□ **Grant Administration**

**SAFETEA-LU, Section 2010**

Delaware currently manages SAFETEA-LU Section 2010 carry-forward funds to support efforts to increase awareness of motorcycle safety among motorists. These funds are currently allocated to paid media projects aimed specifically at motorists, including a “share the road” message.

**MAP-21, Section 405f**

In FY 2013, Delaware applied for and was awarded MAP-21, Section 405f Motorcycle Safety Incentive Grant funds. These funds will also be used to aid in the development of paid media that targets motorists.

## FY 2013

### ADDITIONAL INITIATIVES

#### CORPORATE OUTREACH PROGRAM

The Corporate Outreach Program works to reach the thousands of people who are employed in Delaware with consistent traffic safety messaging. In 2013, over 100 public and private corporations, as well as state-run and non-profit agencies participated in the program. Representatives from these companies gather several times a year to form a committee called the Corporate Partners.

Corporate Partners are the key to the program's success. Business leaders, safety managers, military personnel, fleet managers, human resource management, and safety advocates work closely with OHS staff to evaluate the effectiveness of outreach efforts, offer suggestions, and deliver program outreach to their respective audiences.

The Office of Highway Safety Corporate Outreach Coordinator is proud to serve the needs of a diverse audience. Eleven new partners joined the program in FY13, including 2 university police agencies. More communication, more recognition, and more site visits became a regular part of outreach efforts. In addition, the partnership with Hispanic service agencies has proven to be of mutual benefit and created a new awareness of the needs of the Hispanic community in Delaware.



2013 Corporate Partners Meeting

The Corporate Outreach Program looks for effective ways to reach both small and large groups of employees with timely and consistent information about traffic safety trends and initiatives, utilizing the following components:

❑ **Monthly Traffic Safety News and Newsletter Articles**

Traffic Safety News (TSN) is a monthly e-newsletter that is designed to be shared with audiences of all sizes with a minimum of effort. The topic reflects the major campaign for the month and is distributed to all partners to coincide with the launch of media outreach by the OHS Community Relations Officer. The TSN is filled with statistics, facts, and helpful tips. Current distribution exceeds 17,000 people.

A monthly Drop-in Newsletter Article is created for partners who produce an internal newsletter. The article is distributed monthly and often reflects the same topic as the Traffic Safety News. In 2013, Corporate Partners reported sharing the article in company newsletters, as well as posting on bulletin boards, handing out at safety meetings, displayed on internal television monitors, and included on company websites.

❑ **Standing Order Distribution of Program Materials**

Each Corporate Partner can elect to receive promotional traffic safety materials. For most campaigns, OHS produces quantities of posters, flyers and table tents. The number and type of materials received is based on the needs of the company, the number of employees, and availability.

For 2013, 52 police agencies and 73 corporate partners were included in the standing order program. Distribution for each campaign totaled 1050 Posters, 6075 Flyers, and 794 Table Tents.

❑ **Corporate Partners Meetings and Awards**

The Corporate Outreach Coordinator hosts several meetings throughout the year to network with leaders from the corporate community. Corporate Partner's meetings are held semi-annually in the months of March and September. Fleet Manager's meetings are held in June each year. The Hispanic Outreach Committee meets once a year in the spring.

Partner Meetings were well attended in 2013:

- Partners Meeting and Hispanic Outreach Committee - 14 companies represented, 24 attendees
- Fleet Managers Meeting - 7 partners in attendance, 10 managers/drivers
- Partners Meeting and Awards – 21 companies represented, 33 attendees





Corporate Outreach Awards

Once a year, Corporate Outreach Awards are given to select Corporate Partners who excel in traffic safety outreach, program participation, and contribution to the overall success of OHS initiatives. Four corporate partners were awarded in 2013:

- Outstanding Outreach – University of Delaware Police Department
- Outstanding Program- Delaware Army National Guard State Safety Office and Dover Air Force Base Wing Safety Office
- Outstanding Partner – The Latin American Community Center



The Latin American Community Center received this year's top honor.

## ❑ **Hispanic Outreach Committee**

Outreach to the Hispanic communities has been a focus for the Corporate Outreach Program over the last few years. Beginning in 2012 and continuing through 2013, funding has been made available to Hispanic Outreach Committee members who implement prevention based programs.

- La Esperanza- Community Soccer Tournament
- Latin American Community Center- Cinco de Mayo Family Night, 5k Walk, and Art Addiction.

## ❑ **Mocktail and Safety Events**

Mocktail parties are no longer reserved for the winter holidays! They are being held year round, during peak DUI enforcement periods: NFL/ Super bowl, St. Patrick's Day, Cinco de Mayo, Fourth of July, Labor Day, and Halloween.

Mocktail parties have been an incredibly successful venue for outreach to large audiences with lifesaving messages about Driving under the Influence (DUI) and other dangerous driving behaviors. Non-alcoholic punch and smart party snacks are served, along with information on impaired driving prevention. Local police are invited to educate partygoers about DUI by performing the Standardized Field Sobriety Test on participants wearing fatal vision goggles. During FY2013, corporate partners held 13 mocktail parties that reached over 2500 people.



Seiberlich Trane's Holiday Mocktail Party combined food, fun, and DUI demonstrations.



## ❑ Safe Family Holiday

The holiday period between Thanksgiving and Christmas is a special time of outreach for the Corporate Program. Partners schedule their holiday traffic safety outreach months in advance. Most offer to host a Holiday Mocktail Party for their staff. Dover Downs hosts an annual Mocktail Competition, where staff is encouraged to create non-alcoholic “mocktails” for cash prizes. Four partners host OHS’s DUI Trees: Beebe Medical Center, Bayhealth Kent General Hospital, A.I. DuPont Hospital for Children, and Dover Downs Human Resources Department. Each year more partners are adding a DUI Tree to their holiday safety efforts.



DUI Trees bring awareness of alcohol-related crashes during the holiday season. (Bayhealth Medical Center)

## **YOUNG DRIVER PROGRAMS**

The Office of Highway Safety coordinated the following young driver programming initiatives if FY 2013:

### ❑ **Parent Orientation Program**

In 2004, the Office of Highway Safety began looking at additional ways to educate parents of new teen drivers about the requirements of the State's GDL law. From this, the GDL Parent Orientation Program was created. In February 2013, OHS developed and launched the GDL Parent Orientation Program on-line course for parents. This program is intended for parents and sponsors and explains why the GDL law was implemented in Delaware, gives them teaching and educational resources to help educate and teach their new drivers how to drive safely, and what responsibilities and liabilities the parent/sponsor assume with a newly licensed driver. Since February, almost 2,000 people have completed the program.

**BE THE DRIVING FORCE  
BEHIND YOUR TEEN'S  
MOTOR SAFETY.**

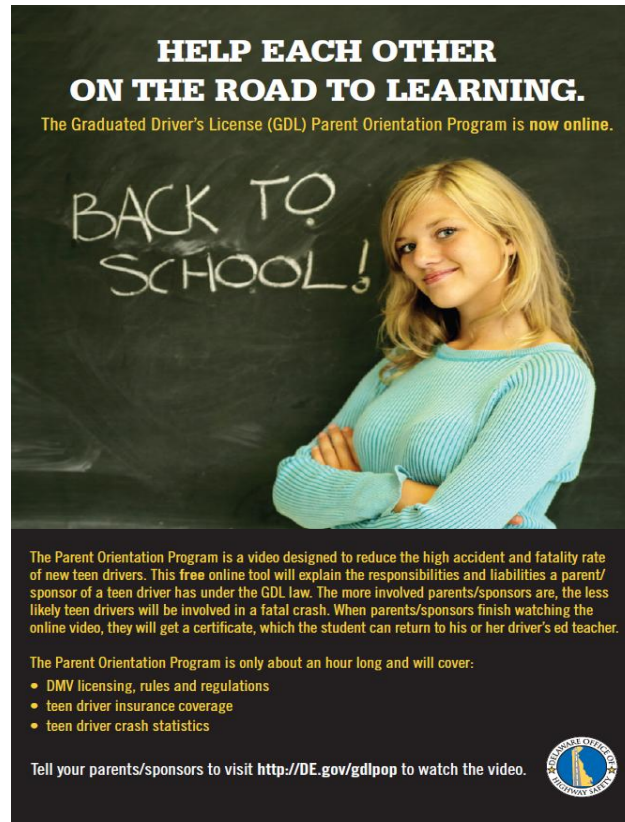
**The more involved you are, the less likely  
your teen driver will have a fatal crash.**

Take an hour and visit the Parent Orientation Program at  
<http://DE.gov/gdlpop> to get the tools you need to get involved.



Brought to you by the Office of Highway Safety

Sticky notes given to young drivers and their parents  
by the Division of Motor Vehicles



Flyer given to students by  
their Driver's Education teacher

## ❑ **Technical Assessment of the Driver Education Program**

NHTSA facilitated and OHS coordinated the assessment of the Driver Education Program which was conducted at the Christiana Hilton Hotel, in Newark on June 4-8, 2012. NHTSA recommended a team of six individuals with demonstrated expertise in the topic areas of the national administrative standards. The assessment consisted of interviews with state and community level driver education program managers, trainers, teachers in public and non-public schools, law enforcement personnel, parents, judiciary and staff from DMV, OHS and DOE. The conclusions drawn by the assessment team are based upon the facts and information provided by the various experts who made presentations to the team as well as the briefing materials.

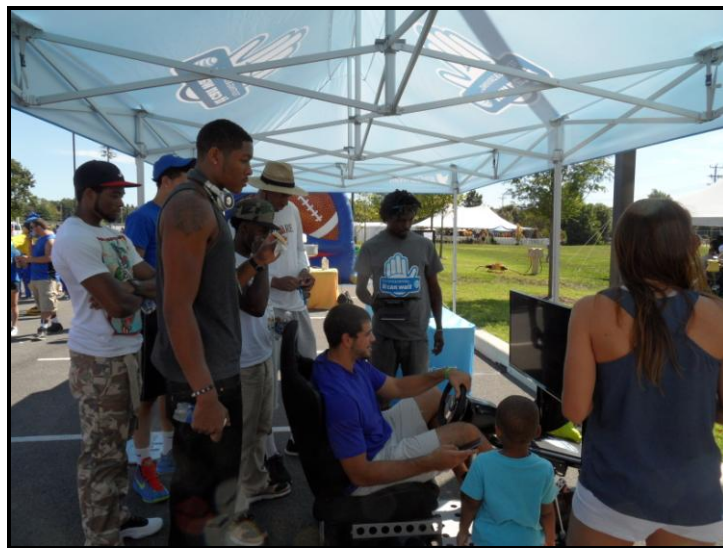
The assessment team completed an assessment report as the basis for planning driver education program improvements, assessing legislative priorities, providing for additional training, and evaluating funding. One of the team's recommendations is to revive the Teen Driver Task Force with the specific goal of developing an action plan for improvements to the state's drivers education program based on the assessment recommendations. A legislative resolution was passed declaring the official Teen Driver Task Force and members were appointed to the task force by the Governor. The first meeting of the task force was

held in January 2013. Since that time, a number of recommendations have been addressed. Currently, a Task Force Sub-committee is revamping the Driver's Education Curriculum to meet national standards.

❑ **Young Driver Highway Safety Education Message**

OHS provided several educational opportunities to high school students and teen drivers by delivering highway safety messages through various mechanisms which included:

- OHS partnered with AT&T to bring the Distracted Driving Simulator and "It can wait" message to the University of Delaware to emphasize the dangers of cell phone use while driving.



University of Delaware, "It Can Wait" Simulator

- OHS provided funding in FY 2013 to aid in the delivery of the Smart Drive Program. Smart Drive is delivered to area high schools, with several on-line learning modules, followed by a demonstration with their "Gem Car." The Gem Car is slightly larger than a golf cart, and can be controlled on either side. Students get into the car, take a test drive, and then are asked to talk on their cell phone. The program administrator asks simple questions, like the student's address or simple addition. Another administrator rides in the passenger seat and operates the secondary controls when the student gets distracted. The program is aimed at 16 and 17 year old students recently licensed to drive. Smart Drive provides students with a "safe" opportunity to make a mistake and ultimately helps them recognize the dangers of cell phone distraction.
- OHS provided funding in FY 2013 to aid the Division of Motor Vehicles in the development of a web-based tutorial that can be used by school districts, driving schools and can be accessed by home computers to provide visual, interactive lessons on the rules of the road, driving skills and safety tips.



- OHS partnered with school resource officers to bring highway safety messages to High School Students at two schools this year.



Newark High School students and their school resource officer promoted the Buckle Up message by painting a Buckle-Up stencil at the school's entrance.



Milford High School Buckle Up Event - A Milford High Student takes a swing at the High Striker.



Milford High School Students learn the dangers of not wearing a seat belt by watching the Roll Over Seat Belt Convincer.



## **DISTRACTED DRIVING – CELL PHONE USE**

The Office of Highway Safety coordinated the following Distracted Driving programming initiatives in FY 2013:

### **❑ Distracted Driving Demonstration Project**

Delaware applied for and was approved to conduct a demonstration project for distracted driving, focusing on cell phone use. This project was awarded in FY 2012, and the 3 waves were carried out in FY 2013. The enforcement plan included every law enforcement agency in the state. Paid media was paired with the enforcement and a detailed evaluation will be conducted by Preusser Research Group. Statistics reported by law enforcement indicate the waves were very successful. Officers worked more than 6,800 hours, made 5,641 cell phone citations, 1215 seat belt citations, 1,652 speed citations, and more than 2,464 other traffic and criminal arrests.

### **❑ Smart Drive Distraction and Reaction Program**

Delaware provided funding in FY 2013 to aid in the delivery of the Smart Drive Program. Smart Drive is delivered to area high schools, with several on-line learning modules, followed by a demonstration with their “Gem Car.” The Gem Car is slightly larger than a golf cart, and can be controlled on either side. Students get into the car, take a test drive, and then are asked to talk on their cell phone. The program administrator asks simple questions, like the student’s address or simple addition. Another administrator rides in the passenger seat and operates the secondary controls when the student gets distracted. The program is aimed at 16 and 17 year old students recently licensed to drive. Smart Drive provides students with a “safe” opportunity to make a mistake and ultimately helps them recognize the dangers of cell phone distraction.

### **❑ Paid Media/Outreach**

Phone in One Hand, Ticket in the Other

- Paid Media
  - OHS participated in the Distracted Driving Demonstration project in which NHTSA coordinated the paid media component of the initiative. OHS did add to some of the paid media including billboards in November 2012 and DMV tv ads in April and June 2013.
- Earned Media/Outreach
  - OHS distributed earned media press releases during project and produced incentive items that were distributed at safety fairs and expos. OHS also produced posters, flyers, and table tents for corporate partners.
  - Alliance produced distracted driving campaign signage for UD & DSU Football games. They also assisted with coordination of AT&T Distracted Driving

simulator set up at UD vs. DSU football game in September. See Alliance report for details.

- OHS also partnered with Huddle Ticket program to provide 5 Delaware high schools with school branded athletic admission tickets with the Distracted Driving message.



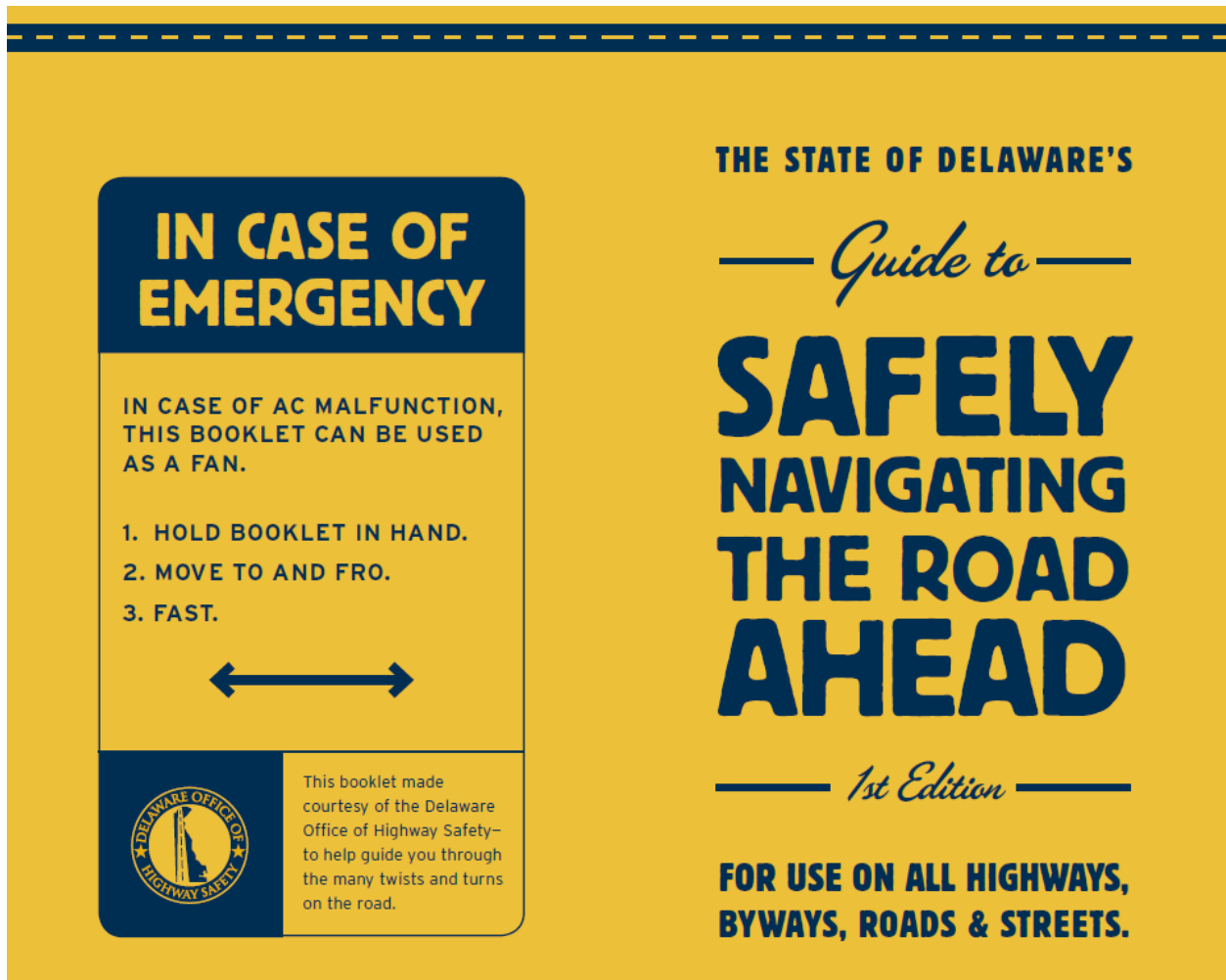
OHS participates in the AT&T "It Can Wait" event at a University of Delaware football game.

#### ❑ **Grant Administration** **MAP-21, Section 405e**

OHS applied for FY 2013 Section 405e Distracted Driving Incentive Grant, but learned late in FY 2013 that we were not awarded the grant. After review of the MAP-21 criteria, it was obvious that without significant law changes, we will not qualify under this authorization. Therefore, we did not apply for FY 2014 funds. Instead we will utilize Section 402 to fund Distracted Driving projects, to the extent that we are able.

## TRAFFIC RULES BOOKLET

The Office of Highway Safety designed a traffic rules booklet to distribute to Delaware drivers. The manual is filled with tips, tricks, suggestions and helpful information to help drivers stay safe and make the most of their driving experience on Delaware's roadways. It covers rules of the road, safety tips, how to handle road conditions, and a car maintenance guide.



## **STATE FAIR MATERIALS**

The Office of Highway Safety partnered with the Delaware State Police and Federal Motor Carrier Safety Administration to bring the “No-Zone” highway safety message to the Delaware State Fair. A tractor trailer was on-site that demonstrated where the No-Zone danger areas are around trucks and buses. OHS purchased materials with the No-Zone and Share The Road messaging to give away at the Delaware State Fair in Harrington, Delaware in late July 2013.

## **YOUTH FOCUSED MATERIALS**

In FY2013, OHS purchased youth-focused highway safety materials which included coloring books, crayons, activity sheets, stickers, and temporary tattoos. These materials delivered bicycle, pedestrian, and car seat safety messages. OHS distributed these materials at community events.



Car seat check event in Greenwood Delaware

## RESULTS: 2013 DRIVER BEHAVIOR SURVEY

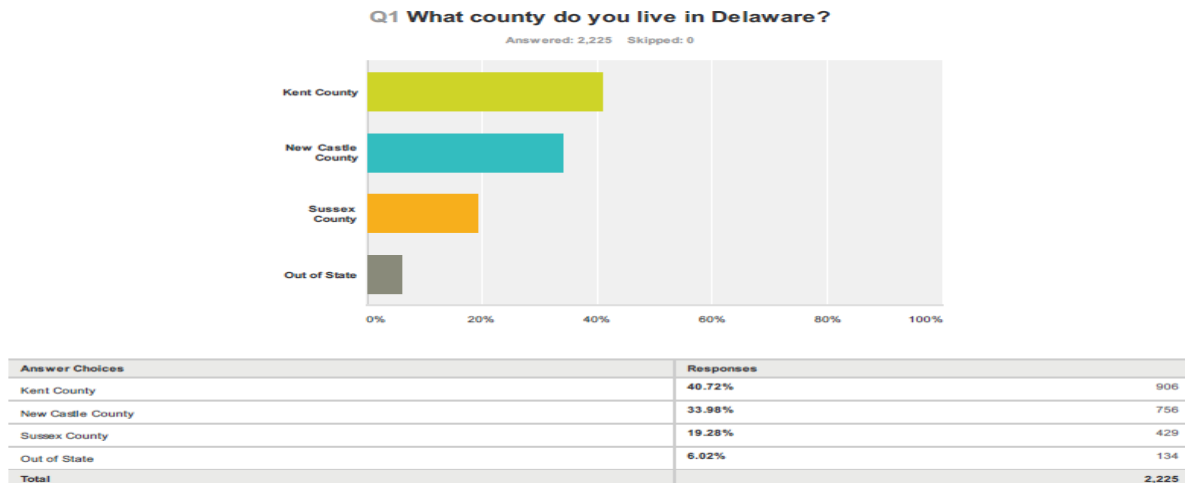
In 2009 NHTSA and GHSA formed a working group and determined that States should conduct annual Driver Behavior Surveys to measure attitudes and behaviors on driver safety topics. The working group came to an agreement on 9 core questions to be asked as part of this survey. The questions centered around behaviors related to impaired driving, seat belt use, and speeding. It was recommended that states conduct these surveys in the summer months after the national seat belt mobilization and before the national impaired driving crackdown.

As recommended by NHTSA and GHSA, the survey was conducted using a representative sample of all licensed drivers throughout the State of Delaware through the DMV intercept method. However, to keep costs low, OHS invested in 4 iPads and Survey Monkey software to collect survey responses.

OHS utilized multiple choice questions to ensure the survey was manageable for participants and included some new questions about the cell phone law. The same survey questions were asked at all locations, including the above mentioned core questions as recommended by NHTSA and GHSA.

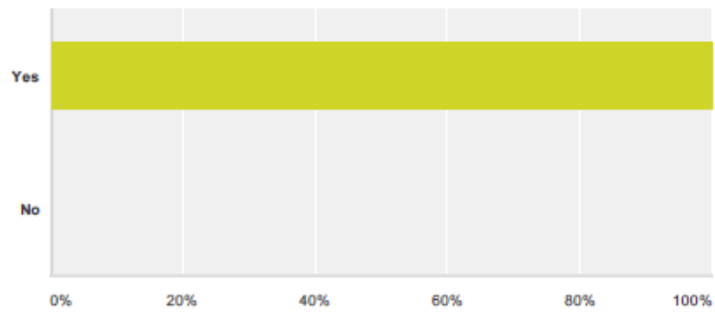
Despite a tight budget and reduced staff, the Delaware Office of Highway Safety added new outlets where it conducted the survey this year. The use of the iPads and online survey software were used to collect responses at community events to broaden the outreach and responses. Participants completed the surveys themselves on the iPad or via an online link to the survey. For the online survey, OHS put a link on their Facebook page and a link from their website to direct visitors to take the survey. 1,033 people completed the survey.

All surveys were entered into the online survey software, Survey Monkey to tabulate and analyze all of the completed questionnaires. The following pages summarize the collected data and provide a question-by-question analysis of the participants' responses as well as the percentage of people that answered each question.



## Q2 Are you a licensed driver?

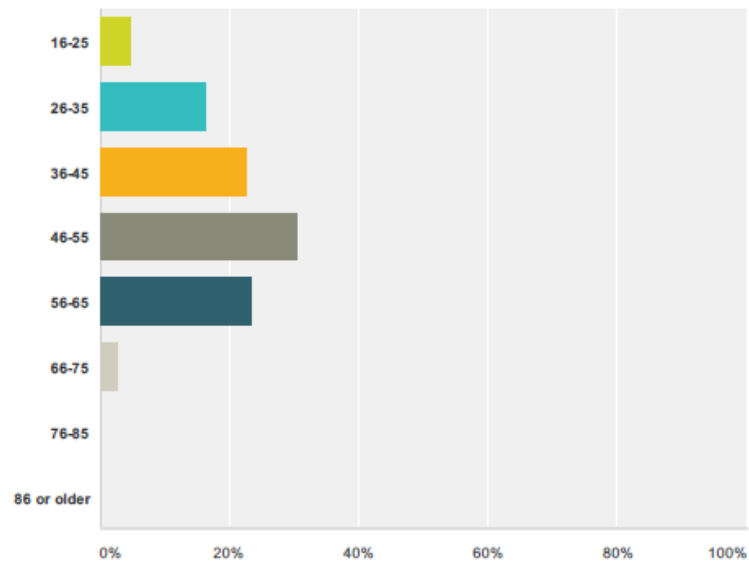
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Yes	99.87% 2,222
No	0.13% 3
Total	2,225

## Q3 Please select your age range.

Answered: 2,225 Skipped: 0

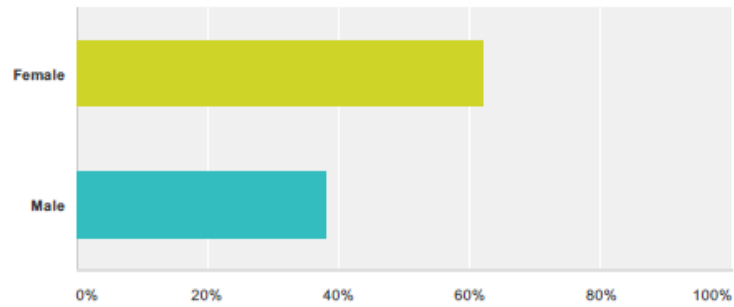


Answer Choices	Responses
16-25	4.63% 103
26-35	16.36% 364
36-45	22.47% 500
46-55	30.29% 674
56-65	23.37% 520
66-75	2.70% 60



#### Q4 Please select your gender.

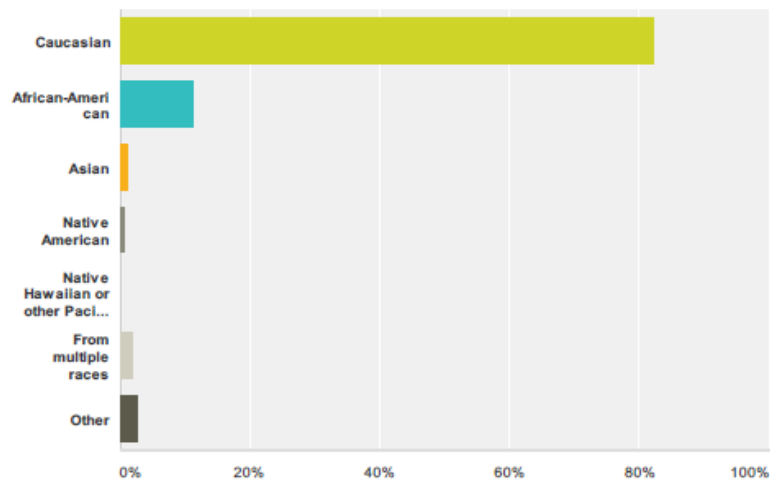
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Female	62.02%	1,380
Male	37.98%	845
Total		2,225

#### Q5 What is your race?

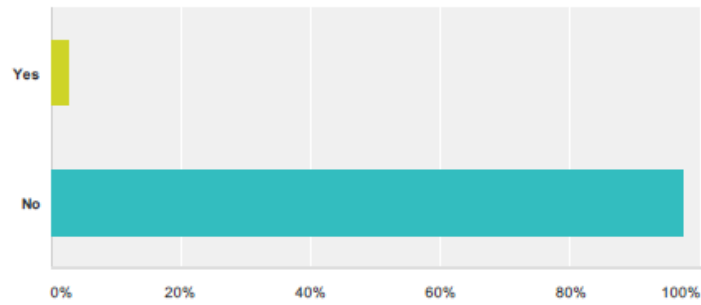
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Caucasian	82.07%	1,826
African-American	11.24%	250
Asian	1.03%	23
Native American	0.72%	16
Native Hawaiian or other Pacific Islander	0.13%	3
From multiple races	2.16%	48
Other	2.65%	59
Total		2,225

### Q6 Are you of Spanish/Hispanic origin?

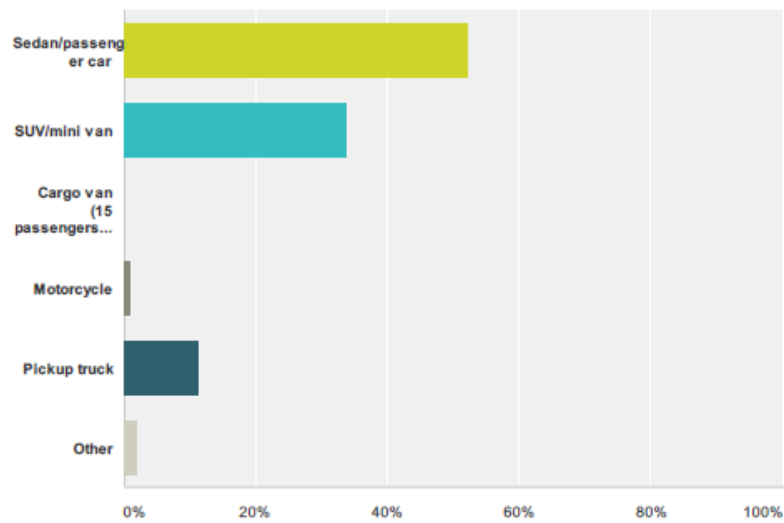
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Yes	2.79% 62
No	97.21% 2,163
Total	2,225

### Q7 What type of vehicle do you primarily drive?

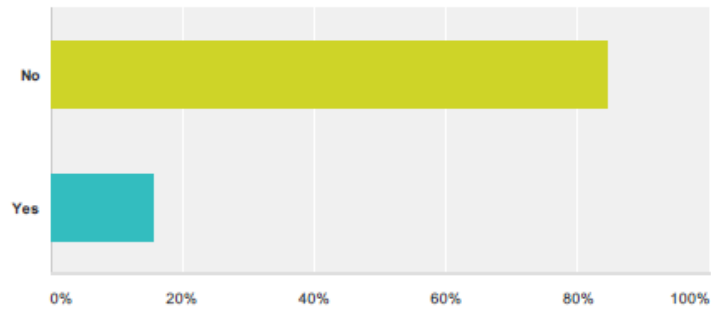
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Sedan/passenger car	51.96% 1,156
SUV/mini van	33.71% 750
Cargo van (15 passengers plus)	0.27% 6
Motorcycle	0.81% 18
Pickup truck	11.28% 251
Other	1.98% 44
Total	2,225

**Q8 In the past 30 days, have you driven after consuming alcoholic beverages?**

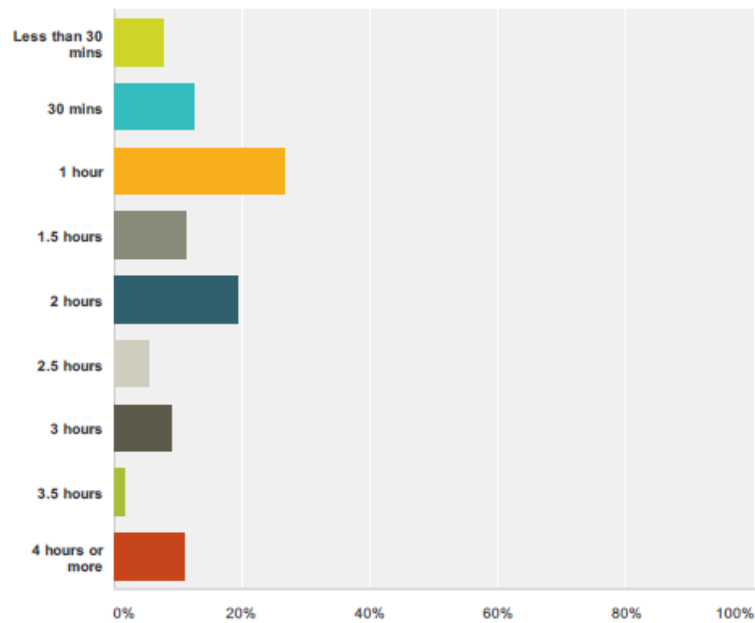
Answered: 2,225 Skipped: 0



Answer Choices	Responses
No	84.40% 1,878
Yes	15.60% 347
Total	2,225

**Q9 If yes to the previous question, how much time did you let pass after you consumed the last beverage before you drove? (30 mins, 1 hour, 2.5 hours, etc)**

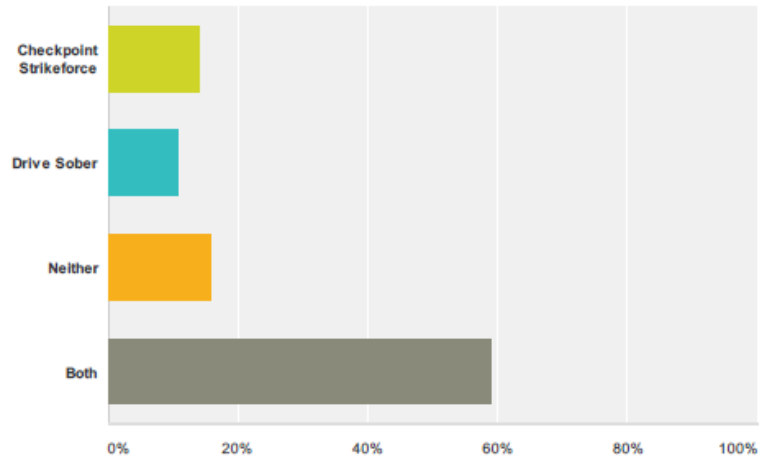
Answered: 362 Skipped: 1,863



Answer Choices	Responses
Less than 30 mins	7.73% 28
30 mins	12.43% 45

**Q10 Have you read, seen or heard the Checkpoint Strikeforce or Drive Sober messages?**

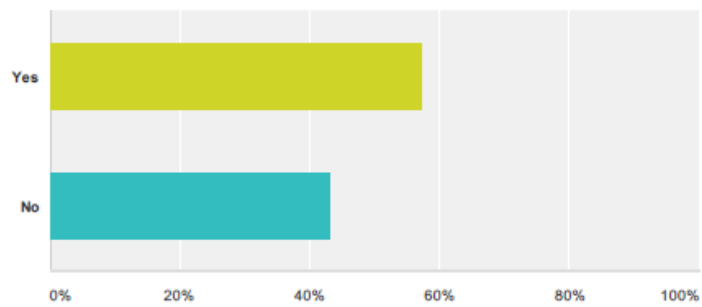
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Checkpoint Strikeforce	14.11%	314
Drive Sober	10.79%	240
Neither	16%	356
Both	59.10%	1,315
Total		2,225

**Q11 Has the impaired driving message caused you to not drive after consuming alcoholic beverages?**

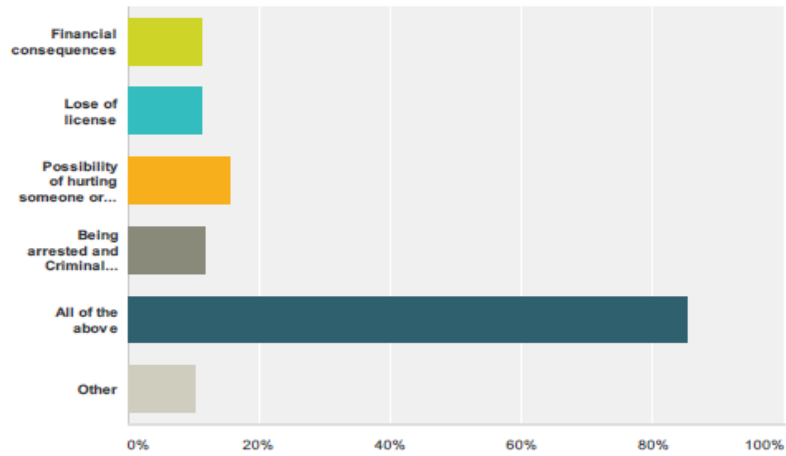
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Yes	57.12%	1,271
No	42.88%	954
Total		2,225

### Q12 If Yes, why? Check all that apply

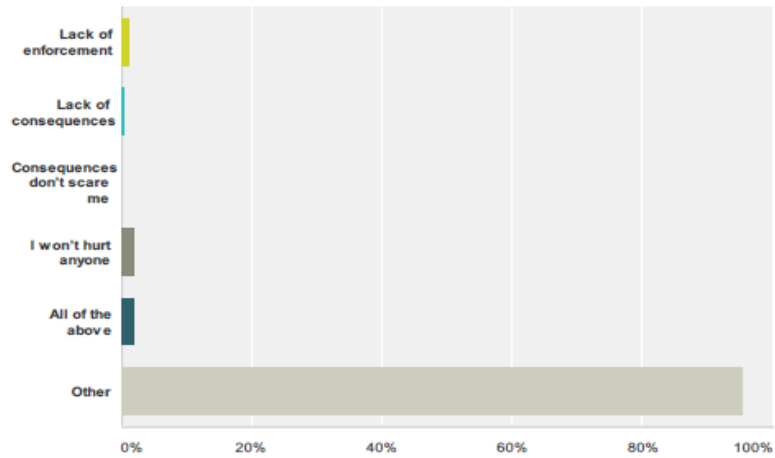
Answered: 1,300 Skipped: 925



Answer Choices	Responses
Financial consequences	11.38% 148
Lose of license	11.31% 147
Possibility of hurting someone or myself	15.62% 203
Being arrested and Criminal record	11.77% 153
All of the above	85% 1,105
Other	10.31% 134
Total Respondents: 1,300	

### Q13 If No, why? Check all that apply.

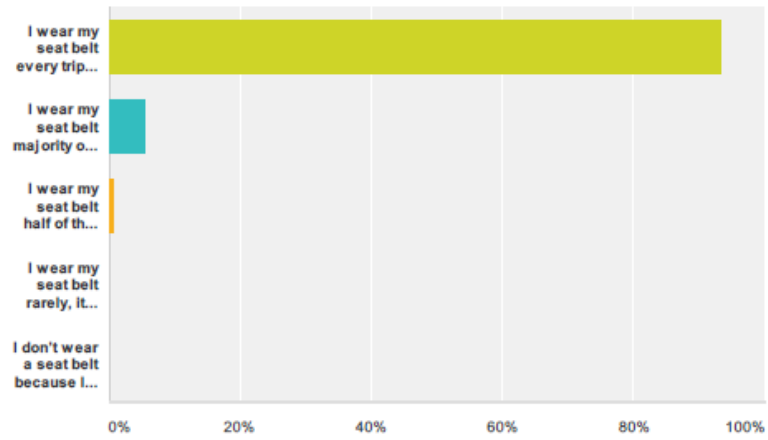
Answered: 741 Skipped: 1,484



Answer Choices	Responses
Lack of enforcement	1.21% 9
Lack of consequences	0.40% 3
Consequences don't scare me	0.27% 2
I won't hurt anyone	2.16% 16
All of the above	1.89% 14
Other	95.28% 706
Total Respondents: 741	

### Q14 How often do you wear your seat belt when you drive or ride in a vehicle?

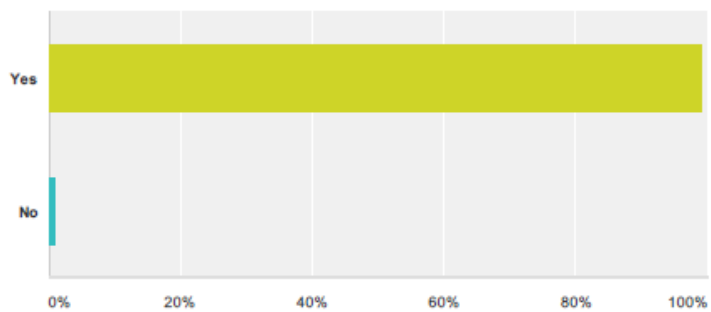
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
I wear my seat belt every trip, every time.	93.21%	2,074
I wear my seat belt majority of the time, but sometimes I forget.	5.57%	124
I wear my seat belt half of the time, if I feel I have to.	0.63%	14
I wear my seat belt rarely, it can be annoying to wear.	0.27%	6
I don't wear a seat belt because I don't want to.	0.31%	7
<b>Total</b>		<b>2,225</b>

### Q15 Have you heard the 'Click It or Ticket' message?

Answered: 2,225 Skipped: 0

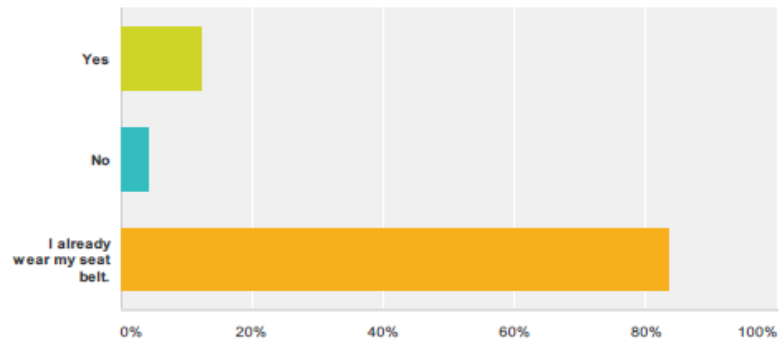


Answer Choices	Responses	
Yes	99.10%	2,205
No	0.90%	20
<b>Total</b>		<b>2,225</b>



### Q16 Has the 'Click It or Ticket' message caused you to wear your seat belt?

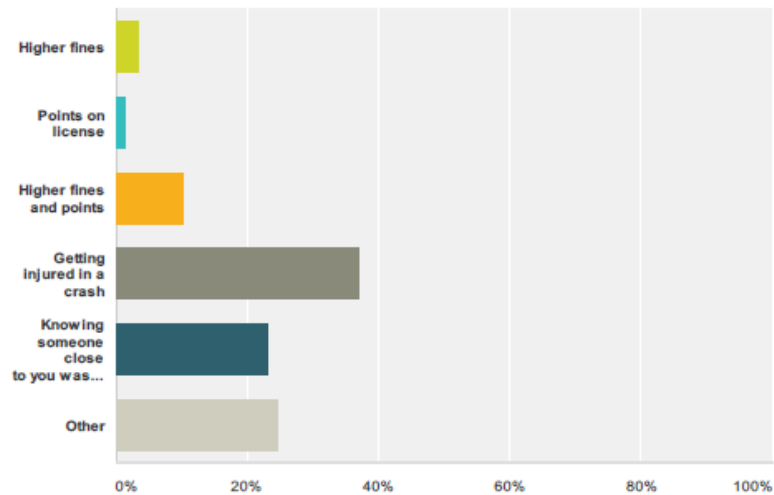
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Yes	12.36% 275
No	4.22% 94
I already wear my seat belt.	83.42% 1,856
Total	2,225

### Q17 If not, what would cause you to wear your seat belt?

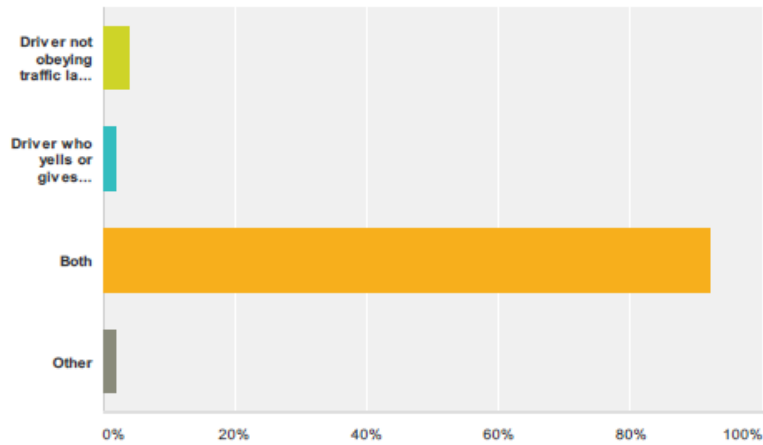
Answered: 347 Skipped: 1,878



Answer Choices	Responses
Higher fines	3.46% 12
Points on license	1.44% 5
Higher fines and points	10.37% 36
Getting injured in a crash	36.89% 128
Knowing someone close to you was injured or killed because not wearing seat belt	23.05% 80
Other	24.78% 86
Total	347

### Q18 What is Aggressive Driving?

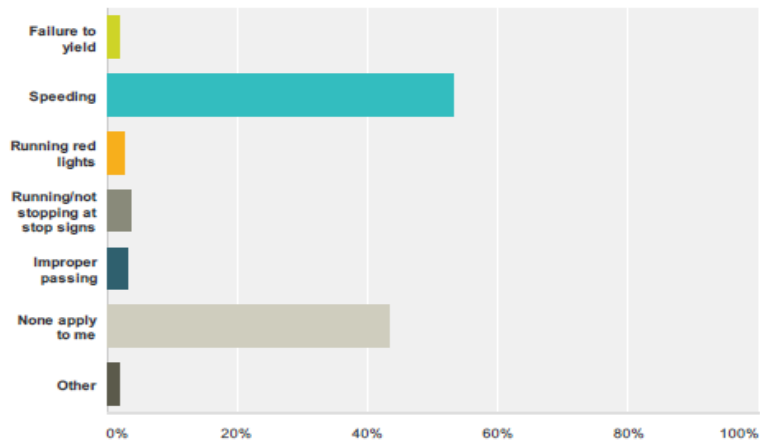
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Driver not obeying traffic laws and ignoring signals/signs	4.13% 92
Driver who yells or gives gestures to other drivers	1.98% 44
Both	91.82% 2,043
Other	2.07% 46
Total	2,225

### Q19 Have you ever done any of the driving behaviors in the last 60 days below? Select all that apply.

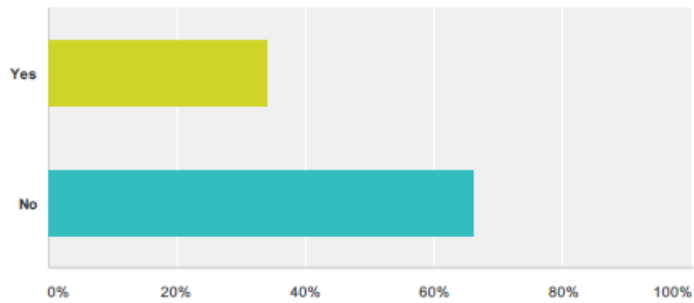
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Failure to yield	1.84% 41
Speeding	53.17% 1,183
Running red lights	2.74% 61
Running/not stopping at stop signs	3.78% 84
Improper passing	3.37% 75
None apply to me	43.33% 964

### Q20 Are you familiar with the message “Respect The Sign”?

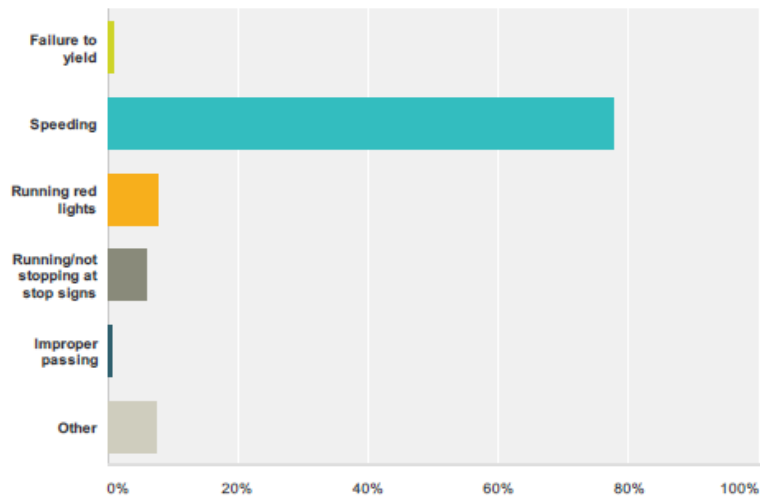
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Yes	34.02% 757
No	65.98% 1,468
Total	2,225

### Q21 What behavior do you think the police are enforcing the most?

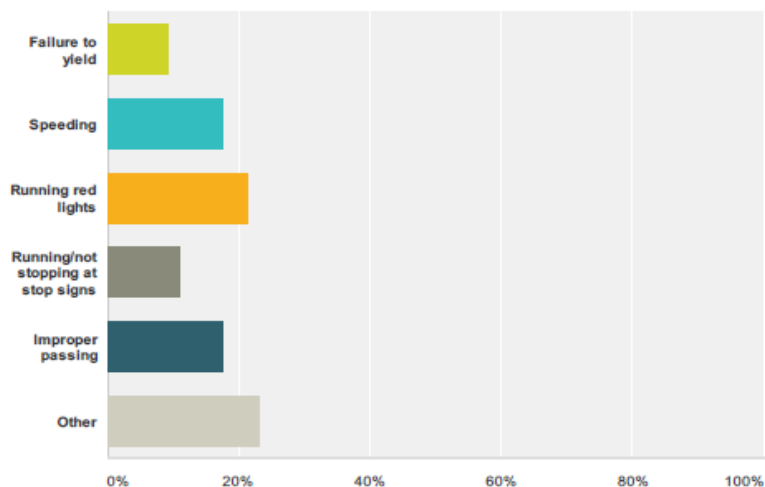
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Failure to yield	0.81% 18
Speeding	77.35% 1,721
Running red lights	7.78% 173
Running/not stopping at stop signs	5.89% 131
Improper passing	0.76% 17
Other	7.42% 165
Total	2,225

## Q22 What behavior do you think the police should enforce more often?

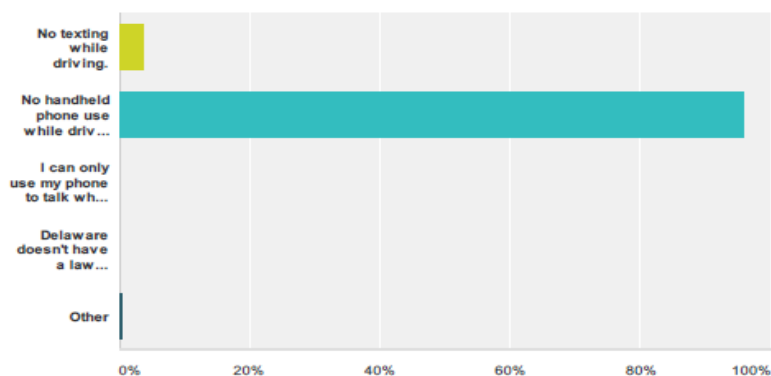
Answered: 2,097 Skipped: 128



Answer Choices	Responses
Failure to yield	9.25% 194
Speeding	17.60% 369
Running red lights	21.36% 448
Running/not stopping at stop signs	11.16% 234
Improper passing	17.50% 367
Other	23.13% 485
<b>Total</b>	<b>2,097</b>

## Q23 What is the Delaware law regarding cell phone use while driving?

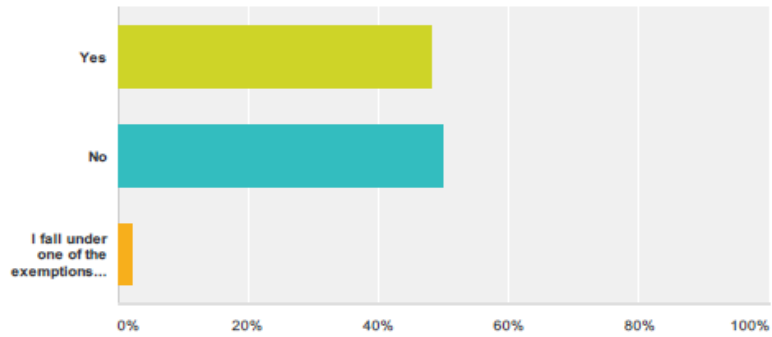
Answered: 2,225 Skipped: 0



Answer Choices	Responses
No texting while driving.	3.69% 82
No handheld phone use while driving (texting, talking, GPS, navigation, etc). Hands free devices only.	95.78% 2,131
I can only use my phone to talk while driving if I hold the phone and use the speaker option.	0.13% 3
Delaware doesn't have a law regarding cell phone use while driving.	0% 0
Other	0.40% 9
<b>Total</b>	<b>2,225</b>

### Q24 Over the last year, have you ever driven using a cell phone in hand?

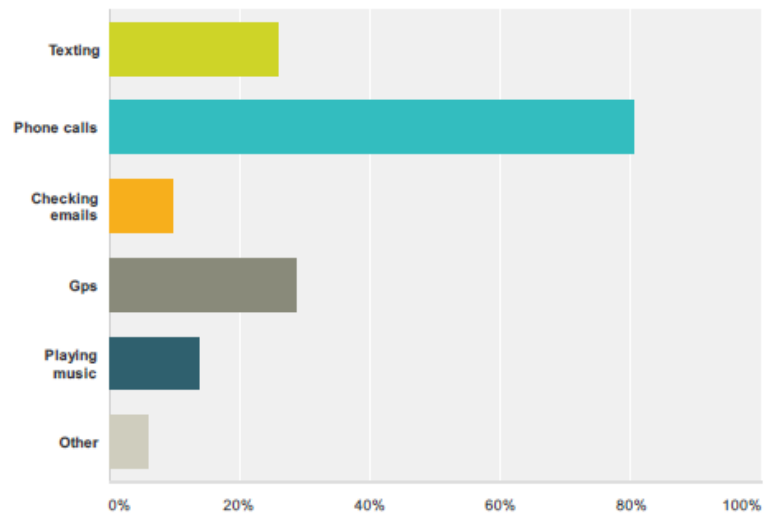
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Yes	47.91% 1,066
No	49.75% 1,107
I fall under one of the exemptions in the cell phone law.	2.34% 52
Total	2,225

### Q25 If yes, Do you; Select all that apply.

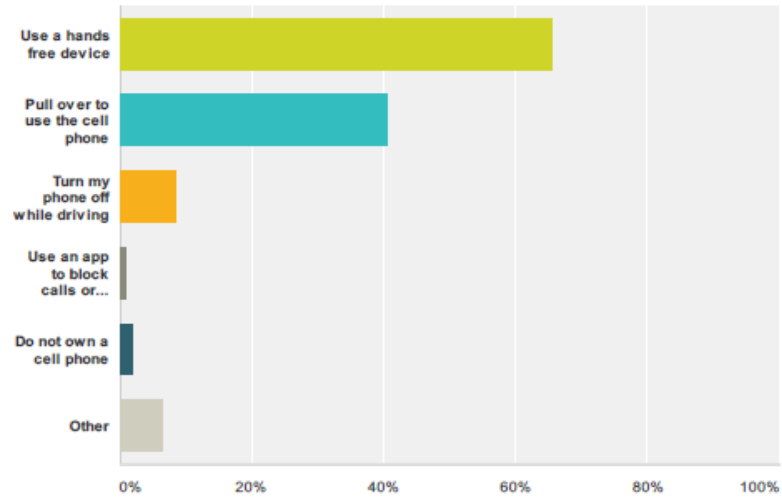
Answered: 1,088 Skipped: 1,137



Answer Choices	Responses
Texting	25.92% 282
Phone calls	80.42% 875
Checking emails	9.65% 105
Gps	28.68% 312
Playing music	13.97% 152
Other	5.97% 65
Total Respondents: 1,088	

### Q26 If No, Do you; Select all that apply

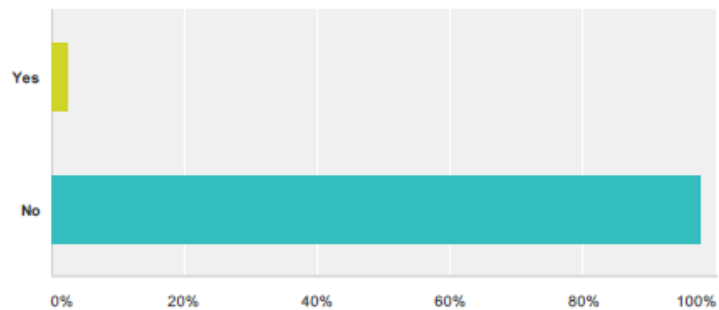
Answered: 1,261 Skipped: 964



Answer Choices	Responses
Use a hands free device	65.42% 825
Pull over to use the cell phone	40.60% 512
Turn my phone off while driving	8.56% 108
Use an app to block calls or texts while driving	0.87% 11
Do not own a cell phone	1.82% 23
Other	6.58% 83
Total Respondents: 1,261	

### Q27 Have you ever received a ticket for cell phone use while driving since the law began Jan 2, 2011?

Answered: 2,225 Skipped: 0

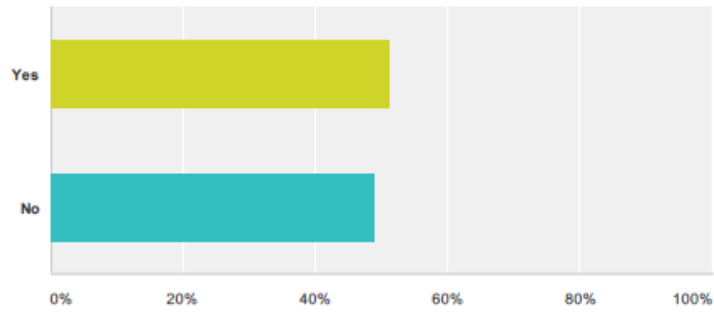


Answer Choices	Responses
Yes	2.52% 56
No	97.48% 2,169
Total	2,225



**Q28 Do you think police are enforcing the new cell phone law in Delaware?**

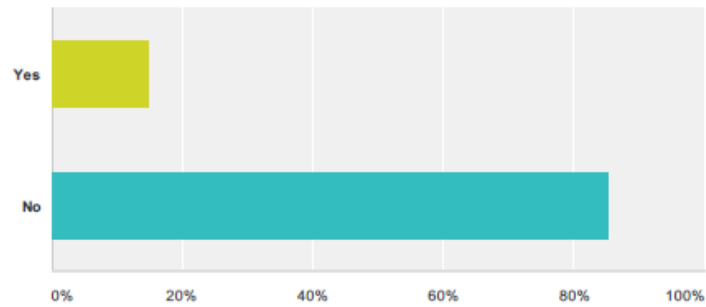
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Yes	51.24%	1,140
No	48.76%	1,085
Total		2,225

**Q29 Have you driven or been a passenger on a motorcycle within the last year?**

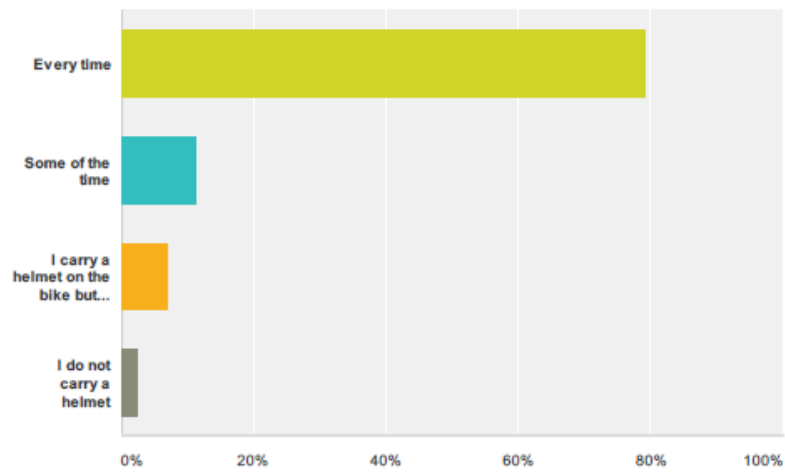
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
Yes	15.01%	334
No	84.99%	1,891
Total		2,225

### Q30 If yes, how often do you wear a helmet while on a motorcycle?

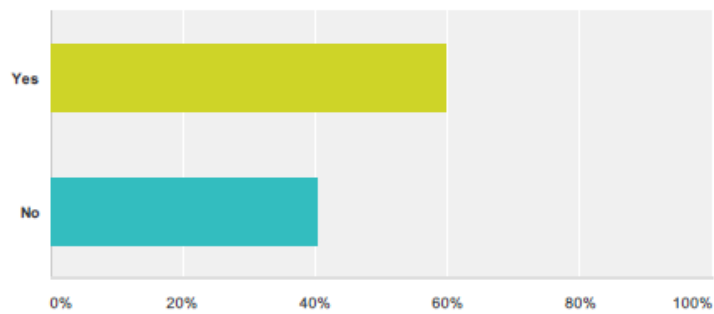
Answered: 369 Skipped: 1,856



Answer Choices	Responses	
Every time	79.13%	292
Some of the time	11.38%	42
I carry a helmet on the bike but never wear it	7.05%	26
I do not carry a helmet	2.44%	9
Total		369

### Q31 If you drive a motorcycle, have you taken a rider safety course?

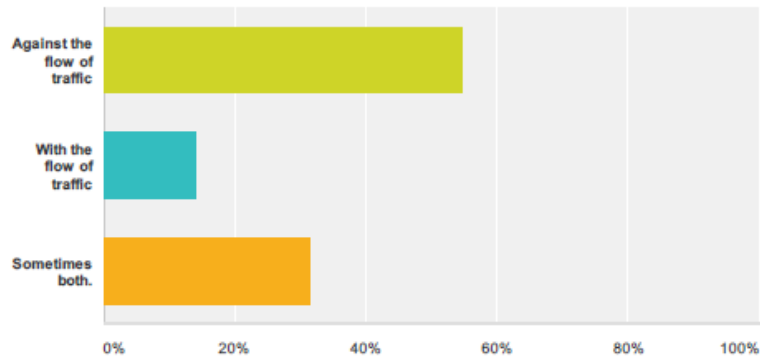
Answered: 401 Skipped: 1,824



Answer Choices	Responses	
Yes	59.60%	239
No	40.40%	162
Total		401

### Q32 As a pedestrian, do you walk;

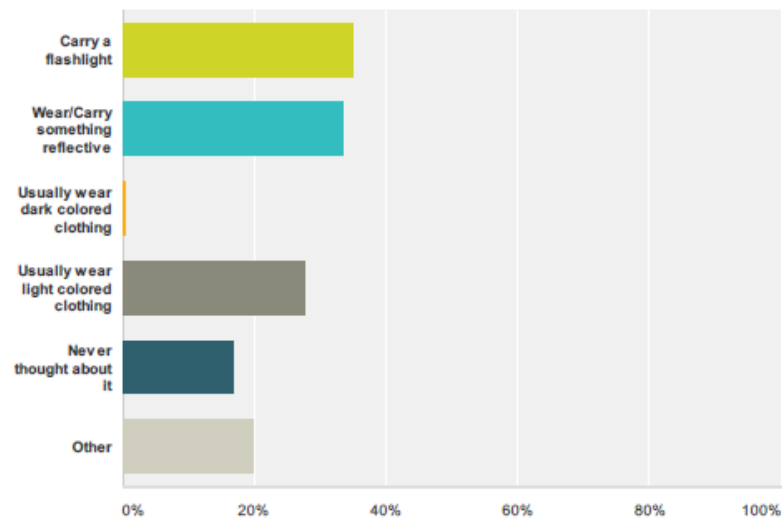
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Against the flow of traffic	54.70% 1,217
With the flow of traffic	14.02% 312
Sometimes both.	31.28% 696
Total	2,225

### Q33 When walking at night, do you:

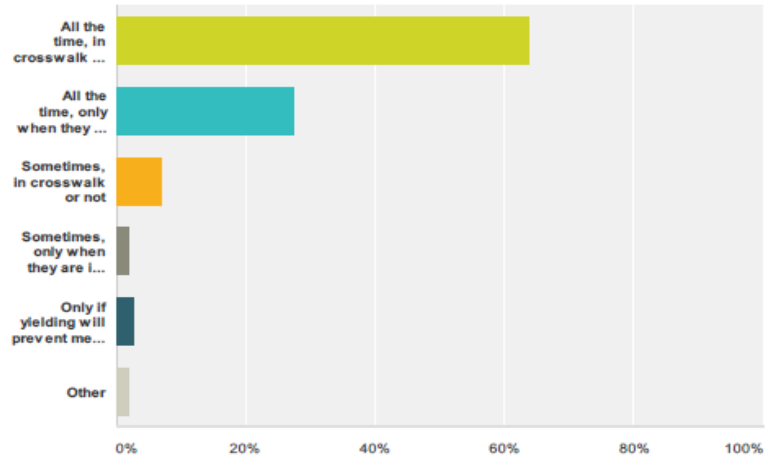
Answered: 2,225 Skipped: 0



Answer Choices	Responses
Carry a flashlight	34.88% 776
Wear/Carry something reflective	33.62% 748
Usually wear dark colored clothing	0.54% 12
Usually wear light colored clothing	27.69% 616
Never thought about it	16.99% 378
Other	19.96% 444
Total Respondents: 2,225	

### Q34 As a motorists, how often do you yield for pedestrians?

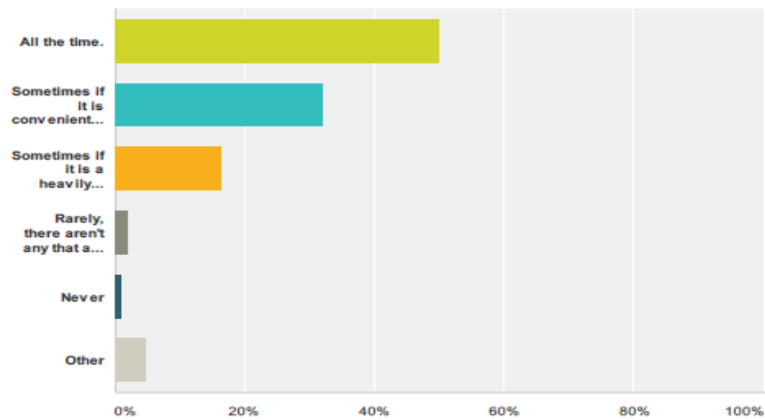
Answered: 2,225 Skipped: 0



Answer Choices	Responses	
All the time, in crosswalk or not	63.60%	1,415
All the time, only when they are in a crosswalk or marked intersection	27.37%	609
Sometimes, in crosswalk or not	6.83%	152
Sometimes, only when they are in a crosswalk or marked intersection	2.11%	47
Only if yielding will prevent me from hitting pedestrian in roadway	2.70%	60
Other	2.07%	46
Total Respondents: 2,225		

### Q35 As a pedestrian, how often do you cross at a crosswalk or marked intersections?

Answered: 2,172 Skipped: 53



Answer Choices	Responses	
All the time	49.82%	1,082
Sometimes if it is convenient to my destination	32.04%	696
Sometimes if it is a heavily traveled roadway	16.34%	355
Rarely, there aren't any that are convenient	2.16%	47
Never	0.92%	20
Other	4.60%	100

# Financial Summary

## Financial Summary

402	405b	405c	405d	405f	154	Total	% of Total
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P&A	\$159,878	0	0	0	0	0	\$159,878	4.01%
Comprehensive Traffic Safety Prog.	\$233,350						\$233,350	5.85%
Police Traffic Svcs.	\$452,079						\$452,079	11.34%
Occupant Protection	\$595,575	454,872					\$1,050,447	26.35%
Impaired Driving	\$85,925			0		1,168,433	\$1,254,358	31.47%
Traffic Records	\$106,000		0				\$106,000	2.66%
Aggressive Driving	\$304,507						\$304,507	7.64%
Motorcycles	\$136,000				34,585		\$170,585	4.28%
Pedestrians	\$100,000						\$100,000	2.51%
Bicycles	\$10,000						\$10,000	0.25%
Distracted Driving	\$144,755						\$144,755	3.63%
<b>TOTAL</b>	\$2,328,069	(incl. carry-forward)					\$3,985,959	

